

R. M. A. TRADE SHOW ISSUE

VOL. XXIV. NO. 6

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PER YEAR, TWO DOLLARS

The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonograph
& radio products

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BRUNSWICK *Electrical Records*



*Business
is Good!*

Brunswick

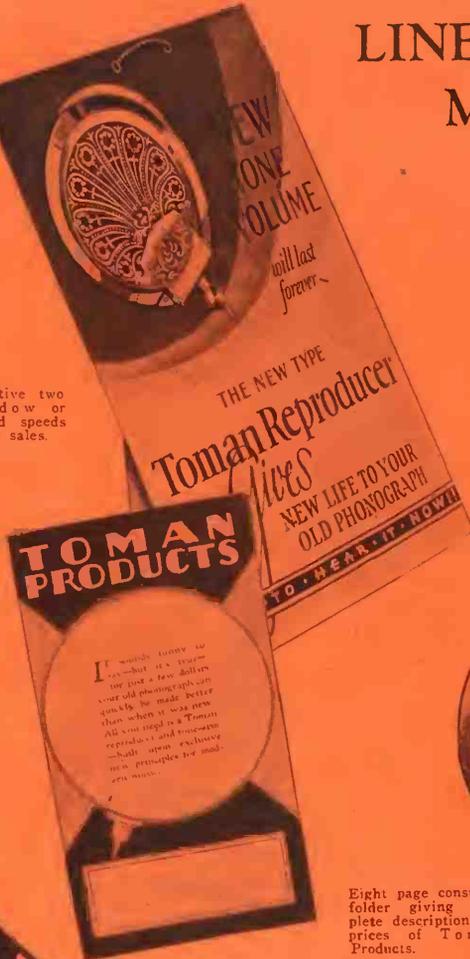
Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

Special Trade Show Section Beginning Page 54

TOMAN PRODUCTS

THE MOST
POPULAR
LINE ON THE
MARKET TO-DAY

This attractive two color window or counter card speeds up consumer sales.



There's no secret about the ever increasing popularity of Toman reproducers and tone-arms. Finer performance and greater value—that's the explanation. Made of the finest selected metal alloys, constructed on latest scientific principles, and tested at every stage of manufacture—*Toman Products just can't help being right!*

And Toman Dealer Helps help you sell these fine products. Not only selling to Dealers, but helping Dealers to greater volume and profits by stimulating consumer demand—that's the Toman idea. The two color window card and eight page consumer folder shown here are two of the most recent sales aids for Toman Dealers. If you are not now enjoying the profits to be had from the fast selling Toman line, write at once for an outline of our generous Jobber and Dealer policy.



The Toman No. 2 Reproducer—the most beautiful Reproducer ever designed.

Eight page consumer folder giving complete description and prices of Toman Products.

All Toman Products are reasonably priced. Guaranteed quality inside and out. Samples sent promptly upon request.

E. Toman & Company

2621 West 21st Place

CHICAGO, ILL.

Get it *Better* with a Grebe

See The Complete Grebe Line

at the Trade Show of the Radio Mfrs. Assn.
Stevens Hotel, Chicago, June 11 to 15 incl. 1928

**Grebe Synchronphase
A-C Six** List Price
(less tubes) \$227⁵⁰

An A-C operated receiver with distinctive Grebe improvements for better local and distance reception that will instantly appeal to the buyer.

**Grebe Synchronphase
Seven** List Price
(less tubes) \$145

A receiver of such superiority that it will always be an outstanding leader.

**Grebe Synchronphase
Five** List Price
(less tubes) \$105

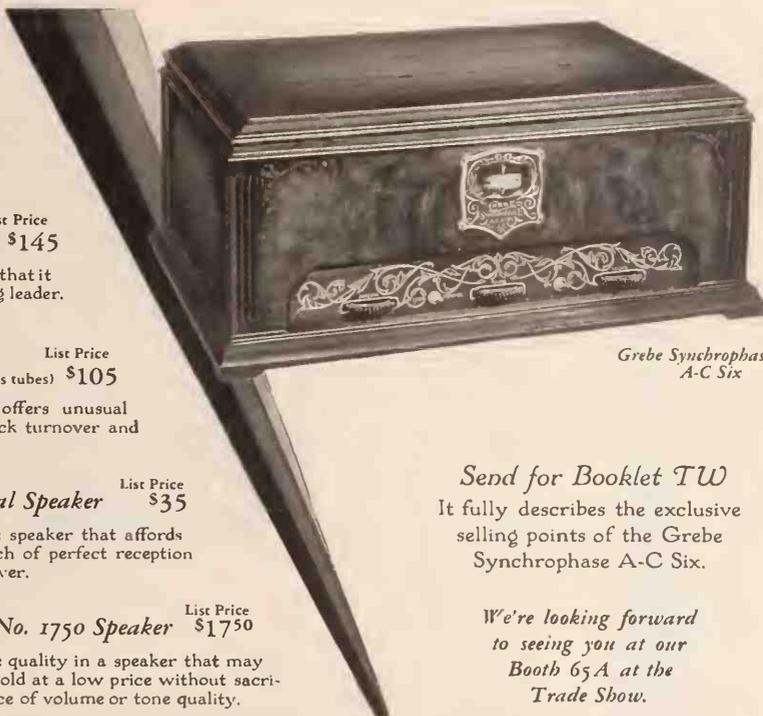
A ready seller that offers unusual opportunity for quick turnover and substantial profits.

Grebe Natural Speaker List Price
\$35

A Grebe-made speaker that affords the final touch of perfect reception to any receiver.

Grebe No. 1750 Speaker List Price
\$17⁵⁰

Grebe quality in a speaker that may be sold at a low price without sacrifice of volume or tone quality.



Grebe Synchronphase
A-C Six

Send for Booklet *TW*
It fully describes the exclusive selling points of the Grebe Synchronphase A-C Six.

We're looking forward to seeing you at our Booth 65 A at the Trade Show.



Grebe
Natural
Speaker



GREBE

SYNCHROPHASE
TRADE MARK REG. U.S. PAT. OFF.

A-C Six RADIO

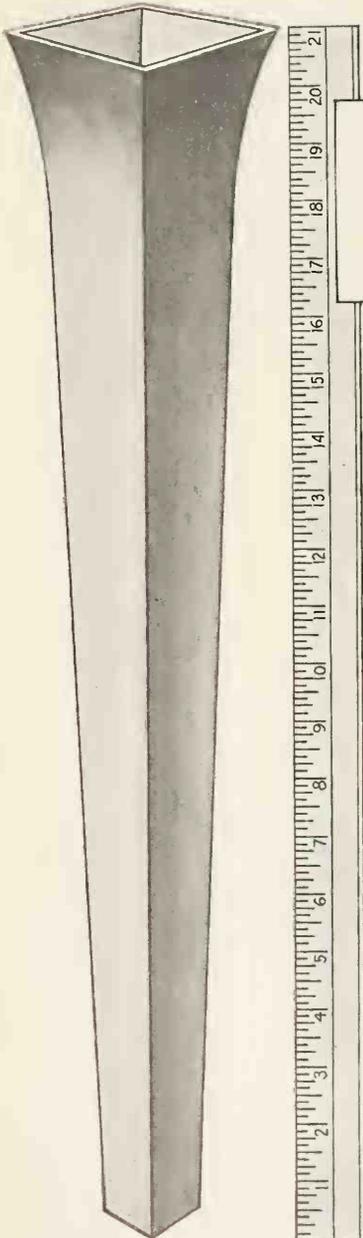
A. H. Grebe & Co., Inc., 109 West 57th Street, N. Y. C.
Factory: Richmond Hill, N. Y. Western Branch: 443 S. San Pedro St., Los Angeles, Cal.
Makers of quality radio since 1909

Panatrope Musical Effects

... Yet its price is only \$25

Slightly Higher West of Rockies

New-Type Horn
increases tone range
more than 100%



The horn, exclusive of the tone-arm, of the Brunswick Portable if straight would be the length pictured here.



ARE you getting your share of Portable business? Don't miss the unusual opportunity offered you in Brunswick's new Portable. Here is a musical development whose sales importance can scarcely be overestimated. Much of the deep bass effect of the Brunswick Panatrope is attained in this superb little instrument. It offers more and better music than even the costliest of the old-style phonographs.

Push this Brunswick Portable through

Brunswick meets every musical need: — The Brunswick Panatrope, and Panatrope with Radiola, Brunswick Electrical Records . . . and now BRUNSWICK RADIO!

the summer months. The \$25 price gives you a decided advantage over competition. While a summer leader, the Brunswick Portable is more than merely a source of summer entertainment. Many music lovers who cannot afford the larger models of new-type instruments will gladly pay \$25 for a Brunswick Portable. A Portable sale usually means a new record customer —don't forget that.

Brunswick

The Talking Machine World

Vol. 24. No. 6

New York, June, 1928

Price Twenty-five Cents

The Radio Season Opens

THE 1928-1929 radio season opens officially this month. The Fourth Annual Radio Trade Show and Convention of the Radio Manufacturers' Association in Chicago, and the more or less "private" exhibits of new radio products by manufacturers bring before the wholesale and retail trade of the country the latest products—both radio receiving sets and accessories—in which are incorporated improvements and refinements devised by some of the best engineering brains of the country. That radio this year will be better than ever there is no doubt. Many manufacturers are presenting lines of distinction and merit at prices that should prove attractive to the public. Retailers from practically every State in the Union are in Chicago to make personal inspections of the new lines. However, thousands of merchants will not be able to be present at the RMA Trade Show and Convention.

Read and Think

For this reason as well as for the benefit of the dealers who are fortunate enough to be in the "Windy City" during Show Week, The Talking Machine World, in this issue, describes the new products of the manufacturers—those who are exhibiting at the Trade Show as well as those who have no exhibits. Whether you, Mr. Dealer, are at the Show or stay at home, read this issue of The Talking Machine World. Now is the time to decide the important questions, "What lines shall I handle the next year? Which products offer the best possibilities for sales and profits in my particular territory? Will another line of radio prove an advantage?"

The descriptions of the new lines in this issue give you the vital information you need. What may be the best line for the dealer a thousand miles distant from you may not be a sales factor locally. Each dealer should be conversant with his local radio problems. He must know the radio needs and preferences of the people who make up his community. He must cater to the public.

The only way for a merchant to make an intelligent selection of the radio receiving sets and accessories best suited to his purpose is to select by comparison. That is, the dealer must compare the various products as to merit, price, talking points. He should select a line with a thought to the service the receiver may require. The firm behind the product also is important. All factors should be carefully considered. Mistakes are always costly and pull down the retail merchant's profits from radio.

The Future

Given the right merchandise dealers should profit in the months to come. Radio has gradually reached the point where it is distinctly up to the dealer whether this phase of his business is satisfactory. Many of the vexatious problems over which the dealer had no control in the past have either been entirely eliminated or they have been partially solved, so that outside influences no longer make the serious inroads on profits that nullified the merchandising effort of the retail trade. This is truly the day of high-grade products and equally first-class merchandising. The two go together. Eliminate one or the other and business is bound to suffer. This is a fundamental fact. No longer will the public purchase

any kind of radio set. People have become more discriminating. There are many fine sets on the market. They select the model suited to their desires and purses. The dealer who handles a well-rounded stock and makes a serious bid for business will get the cream in his territory. But be sure you have lines that will give you a fair chance to get your share of the radio business in the face of the keen competition that every dealer faces at the present time. Remarkable changes have taken place in radio in the past year. The AC set has become the big gun of the industry. Other refinements have been made which may have an important bearing on your future radio business. Know what you are doing. Analyze the new products in this issue.

Every Dealer Should Read These Articles

- Features the Classics—An article filled with valuable information*.....(Page 4)
- Broadcasting Builds Radio Sales*.....(Page 6)
- Selling Records to the Collegians*.....(Page 8)
- Develop New Sales Fields—By J. M. Schlacter*.....(Page 16)
- Florida Travels the Road to Business Recovery—By Arthur Smith*.....(Page 20)
- Do You Know Your Costs of Operation?—By Robert L. Kent*.....(Page 30)
- From Twenty Lines to Four—By Roy Stewart*.....(Page 33)
- Summer Profits—By Leslie A. Ferguson*.....(Page 40)
- Creating a Record Demand for Finest Music—By W. Braid White*.....(Page 42)

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FEATURES

the

CLASSICS

Specializing in the Best Records Steps Up the Individual Sales

Based on an Interview With Joseph F. Brogan of the Gramophone Shop

A LITTLE more than two months ago, on April 2, to be exact, the Gramophone Shop opened for business at 126 East Forty-first street, New York City, specializing in records of the best type of music and with a catalog of more than 500 titles of imported records, recorded in Europe, and not to be found in the listings of any of the American record manufacturers. William H. Tyler and Joseph F. Brogan, the proprietors of this establishment, both veterans in the metropolitan retail music field, have long felt that there was a need for a shop which would cater to the lover of music who finds the same fascination in collecting the best in recorded music as does the book collector who cherishes first editions. That they were right in their surmise is evidenced by the fact that on July 1 the Gramophone Shop leaves the small store in which it had its beginning and proceeds to new and considerably larger quarters.

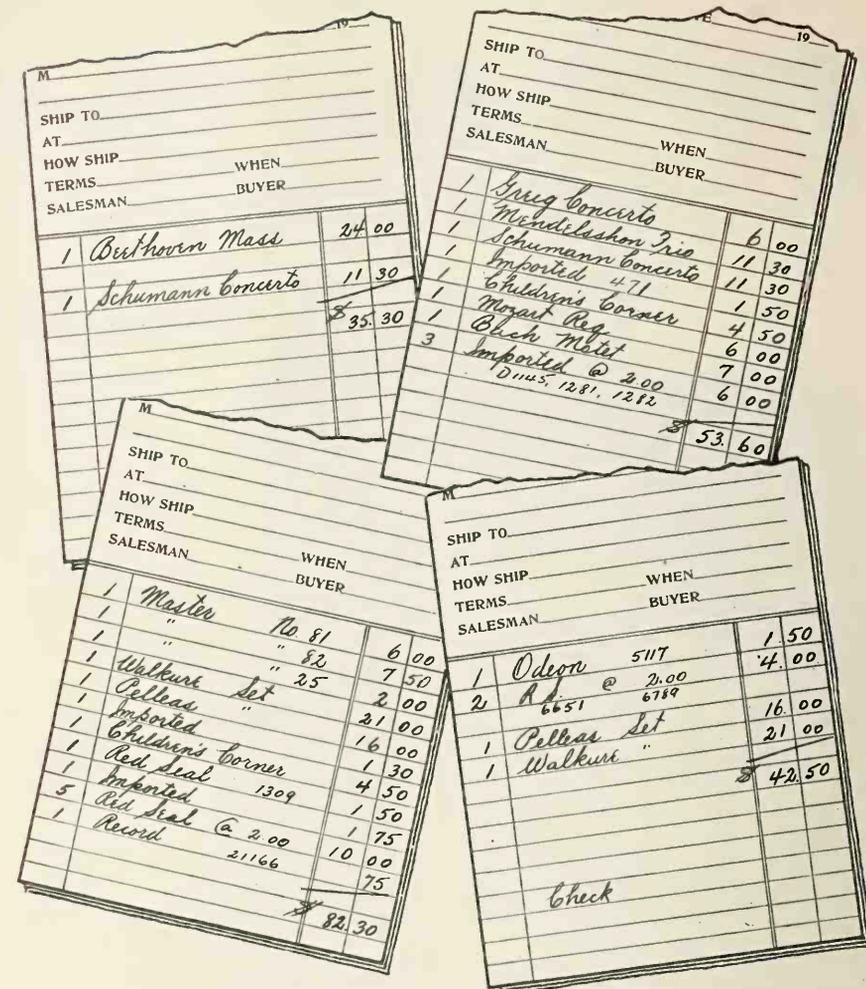
The present site of the Gramophone Shop is small, about nine by eighteen feet, and contains but one demonstration booth, a small counter and three cabinets for records. Nevertheless, during the past two months, record sales have averaged over \$1,000 per week, and the sale of several high-priced talking machines has brought the sales totals for this period to a most satisfactory volume.

A 5,000-Record Stock

About 5,000 records are carried in stock, of which 2,000 are contained in album series. The balance of the stock includes records issued singly by domestic companies and record manufacturers in France, Italy, Germany, England, Spain and South America. The Gramophone Shop is a selling agent for the National Gramophonic Society of England, and in order that these recordings may find a permanent place in the libraries of their customers, Messrs. Tyler and Brogan have had albums made up so that purchasers who so desire may complete their own sets of recordings.

A Specialized Service

Naturally before opening this establishment both the proprietors engaged in a long period of studying the foreign record output and compiling lists of the "cream" of the various catalogs. Their opening announcement, entitled "A Message to Musical America," contained on the inside cover of the catalog of imported works,



Facsimiles of Sales Slips of the Gramophone Shops

tells best the aims and purposes of the establishment. It reads in part: "To the lover of music we offer a service based upon many years' experience, during which recorded music has been not only our business, but a real hobby. We have scanned all the foreign catalogs, searched musical journals for notices of new releases, and have spent months in various European musical Art Centres looking for records of important works. We have found many, and listened critically to them all. The astounding wealth of material which we have discovered has resulted in the Gramophone Shop.

"Our intimate knowledge of foreign records has enabled us to eliminate titles which elicit high expectations, but upon hearing turn out to be 'dead wood' because of unsuccessful recording, which, as we all know, is sometimes inevitable. Rather do without a favorite work than compromise with an inadequate recording of it. A successful one is bound to appear later."

Large Sales to Individuals

Perhaps the most interesting feature of the business done at the Gramophone Shop is the amount of the average unit record sale. A check-up of the sales figures over a week's period disclosed the fact that the average sale netted a few cents over nineteen dollars, an almost unbelievable figure when compared with the average unit of the majority of dealers. The fact, however, that over 99 per cent of the records sold are of the album type, or of a number of classical recordings account for this high figure. A glance at the sales slips reproduced on this page will give an idea of the type of sales which are common at the Gramophone Shop. These slips are exact copies taken from the sales book. They were selected at random and represent neither the highest nor lowest individual sales. Transactions ranging from a few dollars to a hundred dollars are not unusual, and the customers are lovers of music in the true sense, and look forward to the re-

lease of new recordings and are constantly adding to their collections of fine records.

Mailing List a Sales Builder

In order to maintain a satisfactory volume for the type of recordings sold by the Gramophone Shop it is, of course, necessary to have an active mailing list. Buyers of album sets and higher-priced records are fewer in number than dance music enthusiasts and purchasers of popular music. The territory served is without limits because of the unusual character of the merchandise carried, and competition from other dealers, not only in New York City but throughout the entire country, is confined to a few stores.

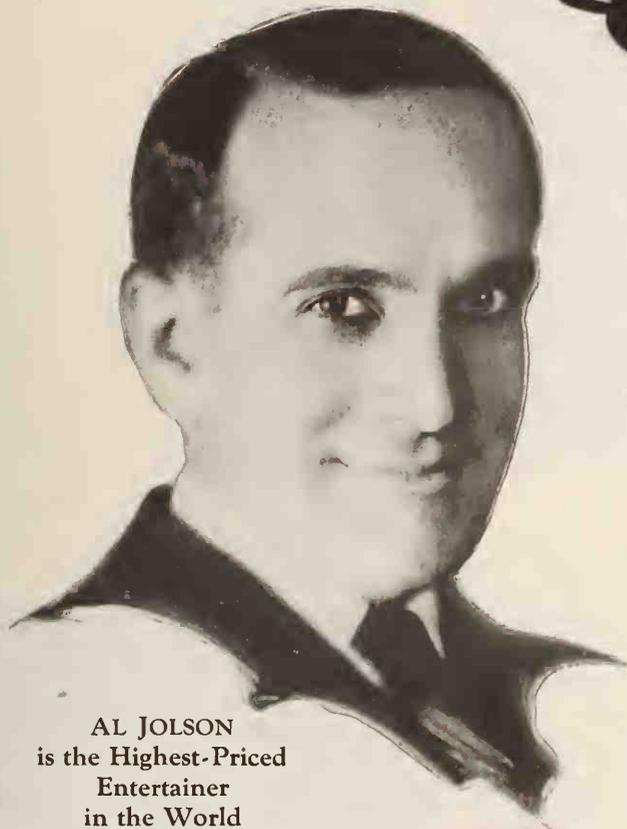
To announce its message to the public the Gramophone Shop decided to put on an advertising campaign, but to select carefully the mediums used so that the fullest possible benefit would result from the advertisements. Newspapers would not be entirely satisfactory because of the limited appeal of the merchandise being advertised. Messrs. Tyler and Brogan finally decided to use space in the "Music Lovers' Phonograph Monthly Review," which confines itself solely to matters phonographic, and full-page advertisements have appeared in the past few issues of this publication, listing the latest imported records. A smaller advertisement also appears in "Creative Art." Both of these mediums have proved their efficacy, for numerous letters have been received from all sections of the country requesting catalogs, and in dozens of cases checks were enclosed for specified albums that were advertised.

Favorable Publicity

Another factor which has helped spread the reputation of the Gramophone Shop is that several of the musical magazines recognized the opening of the establishment as being worthy of mention in their editorial columns, and many requests for further information and catalogs were received through this source.

(Continued on page 9)

Only One Jolson On Brunswick Only



AL JOLSON
is the Highest-Priced
Entertainer
in the World

Another Evidence of Brunswick
Leadership

The world's highest-paid entertainer records for
BRUNSWICK EXCLUSIVELY

*There's a year-round demand
for Jolson Records*

- "My Mammy" . . . "Dirty Hands! Dirty Face!"—with Abe Lyman's California Orchestra. * * * 3912
- "Mother of Mine, I Still Have You" . . . "Blue River" * * * 3719
- "Back in Your Own Back Yard" . . . "Ol' Man River" (from "Show Boat"). * * * 3867
- "Four Walls" . . . "Golden Gate" 3775

JOLSON records cost no more than recorded imitations of Jolson by lesser artists. East-West-North-South, wherever you may go, the American public knows Jolson through his Vitaphone production of the "Jazz Singer." These same people want Jolson records—procurable only on BRUNSWICK Electrical Records.

Brunswick's one-standard-price-policy—all 10-inch records 75 cents; all 12-inch records \$1.00—Popular and Classics, gives the greatest money-buying value on the market.

2—Two good selections on every Brunswick Record—2

Brunswick

Broadcasting

Builds Radio Sales

EVERY retailer who handles radio should be deeply interested in the progress of broadcasting, for improvement in this direction means a more general interest in radio and, consequently, greater sales volume. Radio itself would be worthless were it not for the

year a number of outstanding programs are being arranged that should have a marked effect on sales. One of these is the broadcasting of the proceedings of the Democratic and Republican National Conventions at Houston, Tex., and Kansas City. The campaign speeches of

One of the features of the broadcasting will be a change in method from that employed four years ago. At that time, the announcers merely reported the votes as they came in, and turned on the crowd or the band between ballots. This year, the "dead" spaces will be filled for the most part with analyses of the preceding events by trained political observers, avoiding the ballot-after-ballot monotony of previous convention broadcasts.

According to M. H. Aylesworth, president of the National Broadcasting Co., the expenses of this entire arrangement will be footed by the company, as a part of its regular public service program.

This is only one of several outstanding programs scheduled for the coming months, and the vast amount of interest in radio developed by this program can hardly be estimated. It means dollars and cents to the retail trade, however, and the tie-ups should be vigorous and sustained. A special sales campaign preceding the actual events should be the method employed. It is an opportunity that comes but seldom for an industry to profit by an event that is not directly connected with its own progress.

Manufacturers of radio are spending huge sums of money each year to bring before the public via the ether programs that are of wide interest. They are doing this because they realize that good programs more than any other single factor, aside from efficient receiving apparatus, will build sales. If the dealer is prosperous the manufacturer stands to gain.

Another program that will mean thousands



© Underwood & Underwood

Intense Interest in the Political Conventions for the Selection of Presidential Candidates This Year Should Result in Increased Radio Sales

fact that the receiving set makes it possible for the individual to receive entertainment or instruction or information via broadcasting.

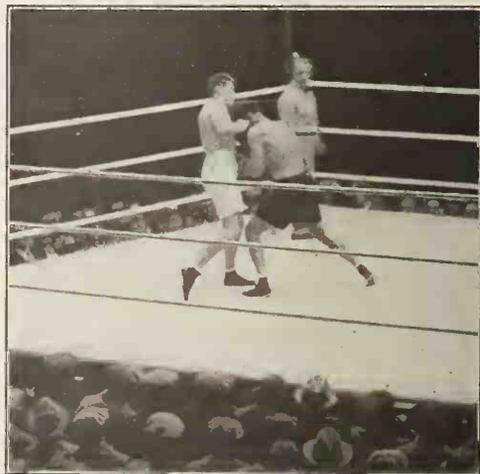
The tremendous strides made in broadcasting during the last few years has had a more important bearing on radio sales than most dealers realize. From the status of a device that proved interesting chiefly because of its novelty radio has become an instrument that graces the homes of the poor, the rich, the cultured and uncultured. Why? Because the variety of programs and their excellence as well contains something of interest to every strata of society. The public is willing to pay for anything that increases the richness of living, and radio does that to a point undreamed of a few years ago.

Important events in the world of politics,

the selected candidates for the office of President of the United States will be broadcast until the election in November. This "hook-up" will undoubtedly be the most elaborate in the history of radio, and millions of people in this country and every other nation on the globe are expected to listen-in. Many who do not possess radio sets will make their purchase in time to "get" these broadcasts. The National Broadcasting Co. which is in back of the broadcast of the programs of the conventions, is arranging now for a hook-up of more than seventy stations in the United States, so that the proceedings will reach every city, town and hamlet in the country, as well as the isolated farmers, and others cut off from civilization, who can tune in provided they are fortunate enough to own a radio set. There are many who have not purchased a set, and right here is the dealer's opportunity. Sell them on the strength of the interesting programs to come.

The plans for the convention broadcasts call for more than 10,000 miles of special radio telephone circuits to carry the news of the conventions to broadcasting stations from the Atlantic to the Pacific and from Canada to Mexico. These include two parallel transcontinental lines. The two large short-wave stations in Pittsburgh and Schenectady will relay the programs to foreign lands where they will be rebroadcast from the principal stations throughout the world.

Under the direction of Graham McNamee, a large staff of announcers, aided by political experts and reporters, will send the news out over the wires as it occurs, and there will be microphones so placed as to catch every phase of the proceedings. A battery of microphones at the platform will take the speeches, others will relay the band music, and still others will be scattered about to cover the cheering, turmoil and color of the crowds.



© Underwood & Underwood

The Dempsey-Tunney Fight in Chicago. These Boxing Contests Have Become Leading Broadcasting Events. The Effect on Radio Sales of Heavyweight Fights Means Cash in the Pocket of the Aggressive Dealer

of dollars in the pockets of the dealers is the forthcoming heavyweight championship fight in New York. Last year when Dempsey fought Tunney in Chicago dealers all over the country sold sets on the strength of the interest of the public in the outcome of the contest. Millions of men, women and children listened to that dramatic seventh round in the seclusion of their own homes. The same will be true this year, and just as many dealers reported the few

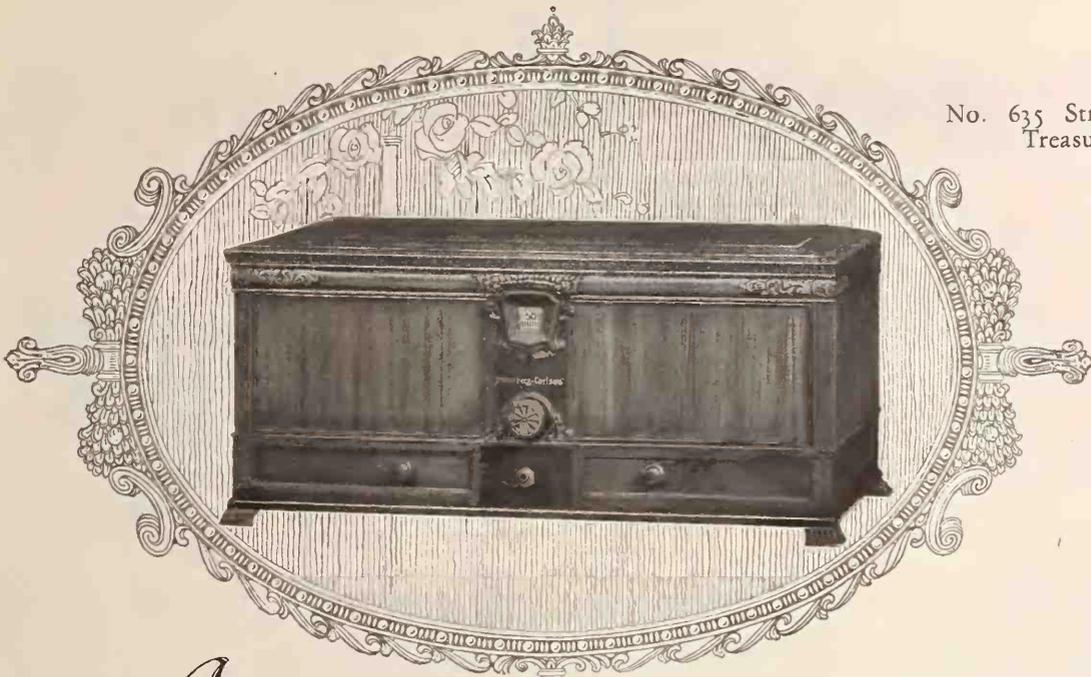
(Continued on page 9)



The National Players Studying Script for One of the Sunday Evening Biblical Dramas Heard Through the NBC Network

sports, broadcasts by world-renowned artists, etc., have all contributed to the popularity of radio. The individual dealers have profited most who capitalized these programs and made them the basis of their sales campaigns. This

No. 635 Stromberg-Carlson
Treasure Chest.



Announcing the NEW Stromberg-Carlson

An A.C. TUBE Receiver with the famous
Stromberg-Carlson TONE
at a surprisingly ATTRACTIVE PRICE

This new Receiver marks the success of long experimentation by Stromberg-Carlson engineers in producing a Receiver having the convenience and simplicity of A.C. Tubes with all the glorious tone quality for which Stromberg-Carlsons are celebrated.

Designed and priced for the average home this new Stromberg-Carlson rounds out a dealer's line of high quality Receivers. Handsome in cabinet work—a beautifully grained American Walnut; extremely sensitive; highly selective and producing fine volume over the entire tuning range from 200 to 550 meters it provides a remarkable instrument at a very reasonable price.

Like other Stromberg-Carlsons the provision for phonograph operation gives it added value. It is totally shielded, tunes with a single selector (illuminated), is entirely self-contained and operates from any A.C. lighting current, using no batteries nor liquids.

Altogether, a Receiver which opens immense new sales possibilities because of its price, and gives additional desirability to the Stromberg-Carlson line.

STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.

Features of Construction

The new No. 635 Stromberg-Carlson Treasure Chest employs 7 Radiotron tubes consisting of five UY-227 one UX-171-A and one UX-280. Chassis base of sheet steel of sufficient height to enclose all wiring. High quality audio amplification system. Uniform amplification throughout the entire broadcast band.

All windings enclosed in compact metal casings and filled with sealing compound to protect against moisture and mechanical damage. Metal casings finished in beautiful rich mahogany.

Handy Phonograph Pick-up Jack. Volume control, single knob varying two resistor units.

Stromberg-Carlson

Makers of voice transmission and voice reception apparatus for more than thirty years.

SELLING RECORDS

to the

COLLEGIANS



TALKING machine and record manufacturers in advertising their products use a variety of mediums, so that the coverage of readers will include as many of the population of the country as possible. Because of this, advertisements are included in newspapers, national magazines, class publications, foreign language newspapers, theatre programs, concert hall and opera house programs and a variety of other mediums, with the copy designed to best appeal to the reader of the magazine in which the advertisement appears. While it is true that the campaigns now being used by the larger companies come close to being 100 per cent efficient in reaching the buying public, there is a market which, while including readers of some of the mediums specified above, has its own publications, and up to the present comparatively little has been done to directly appeal to this market through the use of their own publications.

The market referred to is the collegiate world, which at the present time numbers about 1,000,000 members. In a census taken to cover this field in 1925-1926 there were 508,714 men students, and 312,338 women students, and during the past two years the number of students has grown tremendously. The experience of the Columbia Phonograph Co., in reaching collegians to sell the Viva-tonal Columbia phonograph and Columbia New Process records should prove interesting.

About two years ago, this company, certain that there was a market in colleges for its products, started to advertise on a small scale. The company realized that colleges, especially those located in the smaller cities and towns, are exceedingly self-sufficient in providing their own recreation. In the dormitories, fraternities, and rooming houses, college life and college spirit center. Every fraternity house has a phonograph, many students have the smaller cabinet models or portables. Records in large quantities are purchased every year by these phonograph users. A real live, wide-awake market—a market, too, that knows its stuff—is there for the producers of records and phonographs.

After studying the situation the Columbia Phonograph Co. decided that the best way to reach this market would be through the medium of college publications, the students' own newspapers and magazines. But after selecting the media, what should be advertised? Do the colleges provide a market only for jazz or is there a demand for the classics, the compositions of great composers and for standard selections? What type of phonograph is most popular; the portable or cabinet? If the latter, will the student's choice be for a radio combination, an electrical reproducing instrument for records only, or for the straight phonograph without electrical features?

After careful research and study of these problems the advertising department of the Columbia Phonograph Co. found that while "popular" music was in greatest demand there was also a strong and growing demand for such



music as is included in the Columbia Masterworks Series. It was also discovered that many records were sent home by students as gifts on such occasions as Easter and Mother's Day. As to phonographs, it was found that while the general public is favoring the radio combinations and electrical reproducing instruments, in the colleges the portable predominates in popularity, although there is a nice market for the more expensive cabinet models as well.

Having secured these facts, the Columbia advertising campaign places greatest emphasis on the popular dance and vocal records and on portable instruments. The other classes of records and phonographs are not neglected, however. Special advertisements on Christmas records, Masterworks and phonographs are used.

After choosing media and after determining the copy appeal, the next question was the copy to be used. Again careful study was necessary. From this it was found that an advertiser should not try to be too "collegiate"

nor on the other hand too staid. A careful mixture of the two is being used, resulting in copy that sells—copy that is short and snappy and is appealing to the college reader.

The illustrations on this page are reproductions of those used in the Columbia Phonograph Co.'s advertisements in college publications. The text matter in the advertisements varies to a great degree, but the following are typical of the written message used:

When the Midnight Oil Burns Brightest

When trunks and bags are pulled from their hiding-places and the midnight oil burns brightest in preparation for one of life's great moments—the Christmas homecoming—there will be tucked away in the corners of these traveling impedimenta many a Christmas gift, symbolic of college life, for the folks and friends at home.

No gift at Christmas is more acceptable than a gift of music that you have chosen. The popular songs that the fellows sing, the latest hits of the great dance orchestras to which you dance, all available on Columbia New Process records, Electrically recorded the New Way, paints a picture that endures through years.

Among your Christmas gifts this year be sure to include Columbia New Process records.

Another ad of a different type reads:

Examination Blues

Chase away those flunking blues. A tranquil mind surmounts mental hazards

One of the best ways of tuning up to exam, pitch is to listen to smooth, peppy music—the sort that Columbia supplies in any desired quantity.

Apply a needle to some of the latest vocal or dance numbers. Hear Ted Lewis, Leo Keisman, Art Kahn, The Singing Sophomores, or any of the famous Columbia artists. Examination Blues will fold their tents like the Arabs.

The Yale News Pictorial was the first publication selected by the Columbia Co. to inaugurate its campaign. Quarter-page space was used. Whitlock's, a New Haven dealer, ran tie-up advertising, and with the co-operation of this store, the campaign was a success from the start. The demand was most satisfactory. The increase in sales of Columbia products in New Haven was so encouraging that the company decided to add mediums connected with Brown, Princeton, Harvard and Pennsylvania to the list.



The reception in each of these universities, and the increased business done by Columbia dealers catering to the students was most gratifying.

(Continued on page 37)

**A Radiotron
for every purpose**

- RADIOTRON UX-201-A**
Detector Amplifier
- RADIOTRON UV-199**
Detector Amplifier
- RADIOTRON UX-199**
Detector Amplifier
- RADIOTRON WD-11**
Detector Amplifier
- RADIOTRON WX-12**
Detector Amplifier
- RADIOTRON UX-200-A**
Detector Only
- RADIOTRON UX-120**
*Power Amplifier Last
Audio Stage Only*
- RADIOTRON UX-222**
*Screen Grid Radio
Frequency Amplifier*
- RADIOTRON UX-112-A**
Power Amplifier
- RADIOTRON UX-171-A**
*Power Amplifier Last
Audio Stage Only*
- RADIOTRON UX-210**
Power Amplifier Oscillator
- RADIOTRON UX-240**
*Detector Amplifier for
Resistance-coupled
Amplification*
- RADIOTRON UX-250**
Power Amplifier
- RADIOTRON UX-226**
A.C. Filament
- RADIOTRON UV-227**
A.C. Heater
- RADIOTRON UX-280**
Full-Wave Rectifier
- RADIOTRON UX-281**
Half-Wave Rectifier
- RADIOTRON UX-874**
Voltage Regulator Tube
- RADIOTRON UX-876**
Ballast Tube
- RADIOTRON UV-886**
Ballast Tube

The standard by
which other vacuum
tubes are rated



Look for this mark
on every Radiotron

*A Radiotron
for every purpose*

RADIOTRON UX-201-A
Detector Amplifier

RADIOTRON UV-199
Detector Amplifier

RADIOTRON UX-199
Detector Amplifier

RADIOTRON WD-11
Detector Amplifier

RADIOTRON WX-12
Detector Amplifier

RADIOTRON UX-200-A
Detector Only

RADIOTRON UX-120
*Power Amplifier Last
Audio Stage Only*

RADIOTRON UX-222
*Screen Grid Radio
Frequency Amplifier*

RADIOTRON UX-112-A
Power Amplifier

RADIOTRON UX-171-A
*Power Amplifier Last
Audio Stage Only*

RADIOTRON UX-210
Power Amplifier Oscillator

RADIOTRON UX-240
*Detector Amplifier for
Resistance-coupled
Amplification*

RADIOTRON UX-250
Power Amplifier

RADIOTRON UX-226
A.C. Filament

RADIOTRON UV-227
A.C. Heater

RADIOTRON UX-280
Full-Wave Rectifier

RADIOTRON UX-281
Half-Wave Rectifier

RADIOTRON UX-874
Voltage Regulator Tube

RADIOTRON UX-876
Ballast Tube

RADIOTRON UV-886
Ballast Tube

There are 20 types of RCA Radiotrons, each especially designed for a particular purpose. For each use the designated RCA Radiotron is recognized as the standard of performance by radio experts and manufacturers of quality receiving sets.

Every Radiotron is inspected and tested in 41 different ways before it leaves the great laboratory-factories where it is made by the engineers of RCA, Westinghouse and General Electric—the experts who made modern broadcasting possible. Equip your set with RCA Radiotrons. Never use new tubes with old ones that have been in use a year or more. See that your set is completely equipped with RCA Radiotrons once a year at least.

RCA Radiotron
MADE BY THE MAKERS OF THE RADIOLA

RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

Smashing magazine and newspaper advertisements running consistently through 1928 will tell millions of radio fans of the quality and dependability of RCA Radiotrons. No other vacuum tube is so heavily advertised. And RCA Radiotrons lead the field in volume of sales. Novel counter and window displays and other forceful selling helps aid you to get your share.

There are twenty types of RCA Radiotrons, each with a special purpose. When you stock the complete line you can offer your customers every kind of vacuum tube that any set requires. And for each use the designated RCA Radiotron is recognized as the standard of performance by the leading manufacturers of all receiving sets sold on a quality basis.



RADIO CORPORATION OF AMERICA NEW YORK CHICAGO SAN FRANCISCO

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA



RADIOLA 18—Operates directly from the lighting circuit—110 volt, 60 cycle A. C.
Employs RCA alternating-current Radiotrons with recifier Radiotron. Mahogany cabinet
in walnut finish. \$115 (less Radiotrons)

The public has put the stamp of its approval on RADIOLA 18 and its predecessor—the "17"—by the purchase of more than \$30,000,000 worth of these simplified, perfected, dependable alternating-current receivers.

This sign marks the leading



dealer in every community

RADIO CORPORATION OF AMERICA

NEW YORK

CHICAGO

SAN FRANCISCO

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

THE SATURDAY EVENING POST

This new **RADIOLA 18** will put you
right beside the Convention Chairmen



PLATFORM seats at Houston and Kansas City to watch the great battles for the Presidential nominations.

The bands, the cheering, the tumult of the marching hosts, the nominating speeches, the polling of the States—this wonderful new drama. Radiola 18 will give you the whole thrilling

And after the conventions all the fine broadcast programs will be yours, reproduced with amazing fidelity and realism by this most popular of all Radiolas.

You will be proud to own this finely designed and built instrument—the product of the Research Laboratories of RCA, General Electric and Westinghouse.

Simplified operation from your electric light current. Just “plug” it in, connect it with ground and aerial, and a twist of the electrically lighted dial instantly picks out your favorite stations on the air.

RADIO CORPORATION OF AMERICA
NEW YORK CHICAGO SAN FRANCISCO



RCA RADIOLA 18—For operation from 110 volt, 60 cycle, alternating current. Uses no more power than a 10-watt lamp. In a finely built, nickel-plated mahogany cabinet. This Radiola gives its best performance with the famous RCA LOUD-SPEAKER 100A.

Buy with confidence—when you see the name

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

Hugh Wiley

For record sales in June

MAGAZINE ADVERTISING

National Political Convention pages in *Collier's*, *Literary Digest*, *Liberty* and *Saturday Evening Post*.

NEWSPAPER ADVERTISING

Big display copy for Radiola 18 and the Loud-speaker 100A in leading dailies over the country.

BROADCASTING

The new RCA Demonstration Hour (Blue Net-

work and Associated Stations) every Saturday afternoon at 2:30 Eastern Standard Time.

HOME DEMONSTRATION

A Radiola 18 demonstrated *in the home* by the dealer usually stays in that home.

SALES HELPS

Dealer mats, descriptive literature, etc.

RCA Radiola

MADE BY THE MAKERS OF THE RADIOTRON

RCA Loudspeakers

are the product of the Research Laboratories of three great associated companies—Westinghouse, General Electric and the Radio Corporation of America.



RCA DE LUXE LOUDSPEAKER 105
The finest radio reproducing instrument ever designed. Unrivalled in range, capacity and realism. Operates on 110 volt, 50-60 cycle A.C. Will supply "B" and "C" potentials for radio receiver. \$350



RCA LOUDSPEAKER 100A
The outstanding non-powered reproducer, and the standard of comparison in the industry. \$35

This sign marks the leading



dealer in every community

RADIO CORPORATION OF AMERICA

NEW YORK

CHICAGO

SAN FRANCISCO

RCA Loudspeaker

MADE BY THE MAKERS OF THE RADIOLA

Broadcasting Builds Radio Sales of the Retail Trade

(Continued from page 6)

weeks preceding the fight the most prolific in the history of their businesses so, too, this

clined to delay their purchases is immediately inclined and are well versed in matters musical before these or any other unusual programs that

vertising and sales talks. To the lover of fine music mention the names of the great artists



The Maxwell Group, an Aggregation of Radio Entertainers Who Have Won Nation-wide Popularity

year will business gain by leaps and bounds. The time to get after prospects who are in-

are most likely to interest them. Emphasize the features of the programs in direct mail, ad-

scheduled to broadcast; to the fight fan mention the fight, etc. Tie up intelligently.

Specializes in the Finest Recordings

(Continued from page 4)

At the present writing there are on the books of the shop about 800 names of customers and prospective customers who have evinced a desire to receive information on all releases received at the store, making such requests in person when making purchases, or by having written in and asking to be so informed. Fully 50 per cent of these people live outside of New York City and transact their business entirely by mail. Records sent out of town are packed in specially-made wooden containers, and to date not one complaint has been received that records were broken in transit.

Sell the Leading Lines

Although the imported records in which the Gramophone Shop specializes form a great proportion of the stock, domestic releases are not neglected. Victor, Columbia, Brunswick and Odeon records are carried, and bulletins listing each month's releases are sent out regularly. Although popular and dance recordings at the present time form less than 1 per cent of the record business, they are carried in stock, and the latest releases of the lighter music can always be obtained.

While the advertising which has been done by this establishment has been successful to an unusual degree, a big factor in the store's success has been the publicity given it by satisfied customers who by word-of-mouth advertising to their friends have contributed greatly to the ever-growing clientele. Direct mail has also helped to sustain the store's activity, for in addition to sending out the regular bulletins of domestic records, post cards describing a composition or a series of works are sent to the entire mailing list whenever a new shipment of records is received from abroad.

Experienced Merchandisers

Both Mr. Tyler and Mr. Brogan are well qualified to conduct the business in which they are engaged, and that, in the final analysis, is the real reason for its rapid success. Mr. Tyler has been connected with the talking machine and record business for about fifteen years, and has held positions with Landay Bros., Lord & Taylor and the New York Band Instrument Co. among others. Mr. Brogan has had about the same length of experience, and was during that period with the talking machine department of the Knabe Piano Co., Wanamaker's New York store, and with the New York Band Instru-

ment Co. So much for experience; more important is the fact that both are musically inclined and are well versed in matters musical.

Readers of The Talking Machine World will recollect that last Fall an article appeared in these columns giving Mr. Brogan's views on the retail music business in several European countries. Mentioned in that article was the fact that over a period of two months or so, on every night of his stay in Europe, with the exception of nights spent traveling, Mr. Brogan attended a concert, opera or one of the festivals in the Continental capitals. Mr. Tyler is similarly inclined, so there is no wonder that music lovers prefer to shop and buy their records from salesmen who not only know their stock but can converse intelligently upon compositions, composers, artists and the latest developments in the musical world.

Post & Lester Co. Fada Distributors

Post & Lester Co., prominent New England distributing house, with units in eight cities in that territory, has been appointed by F. A. D. Andrea, Inc., to handle the Fada line as wholesale distributor. Negotiations were concluded after a series of conferences and visits of Post & Lester Co. officials to the Fada plant in Long Island City.

A unique feature of the internal organization of the corporation is that there are nine divisions in eight cities, each operating as an independent unit and separate company, and located as follows: Boston, Providence, two in Hartford, Springfield, Bridgeport, New London, Waterbury and New Britain.

New Atlas Plywood Plant

The Atlas Plywood Corp. has started operation of its tenth assembling plant at Grand Rapids, Mich., to provide daily service to new customers. This is the fourth new assembling plant started by Atlas during the fiscal year.

Active for Hoover

E. C. Summers, vice-president of the Vincennes Phonograph Co., formerly secretary to Herbert C. Hoover, has been appointed chairman of the Knox County Hoover Association. Mr. Pratt, also of the same company, was named city manager in Vincennes, Ind.

A. K. Bulletin Urges Increase in Contact

"The More People a Retail Salesman Exposes Himself to the Greater Will Be His Sales," States Bulletin to Dealers

"See more and sell more" is an excellent slogan for every talking machine and radio dealer and his sales staff to adopt. It is an accepted fact that the more people a salesman sees the more sales he will make. A bulletin to this effect was recently sent to dealers by Ernest Iugold, Inc., Atwater Kent distributor of San Francisco, Cal. The excellent advice contained in it impressed the Atwater Kent Mfg. Co., and a reprint of the bulletin was sent to all A. K. dealers. The bulletin reads:

"Here is a principle which is well known to every successful specialty retailer or distributor in the country. Ask any seasoned washing machine salesman, vacuum cleaner salesman, automobile salesman or sewing machine salesman and he will tell you that the following observations are correct:

"The more prospects or the more people who are even not prospects, that a retail salesman exposes himself to, the greater will be his sales.

"Every retailer who is getting results is directing his salesmen in a definite line that will bring them in contact with people who may buy. Never mind whether they have a set or not—it is the contact between the salesman and another that brings a prospect, either by the direct contact or through one developed by the acquaintance made. A definite follow-up on salesmen, requiring them to make a report each night on how many prospects or contacts they made or how many people they have interviewed that day, will be highly beneficial.

"You who have worked selling crews will not be surprised at the results. Those of you who have not worked crews along definite sales lines will be astonished at the way sales increase through the direct contact method.

"It is a known fact to everyone successful in the specialty selling field that if a salesman calls on enough people in a day he cannot help but make sales in spite of himself."

Song Shop Opened

The Song Shop, recently opened at 6824 Culver boulevard, Culver City, Cal., is handling music, talking machine records, the Freed-Eisemann and Arborphone radio and pianos.

The Dealers DO Know

We Proved It with **AUDACHROME**

The Chromatic Reproducer



ACCEPT NO IMITATIONS

Every Audachrome and every other Audak instrument bears a protective tag like this—your guarantee!

“THEY won’t know the difference,” declared a certain talking machine manufacturer—referring to the trade and its ability to distinguish between superior and ordinary reproduction.

We are very happy to report that he was wrong. We proved it conclusively, with AUDACHROME. We found that the average music merchant does understand not only musical merchandise, but also the difference between real music and mere sound.

In every case where AUDACHROME was tried and compared with other reproducers, the dealers recognized the tremendous superiority of AUDACHROME, at once. They listened; their EARS caught the difference, the wonderful faithfulness, the realism of this scientific instrument—and the verdict in favor of AUDACHROME was unanimous.

It was a treat to see hard, practical business men actually enthralled by a salesman’s demonstration. Listening first to AUDACHROME, then to some other soundbox — comparing — going back over certain difficult passages again and again — exactly like retail purchasers.

*Yes, the music trade is critical.
Dealers do “know the difference.”*

This Is the Line of
**AUDAK
REPRODUCERS**



AUDACHROME

List \$10

POLYPHASE

List \$8.50

SINGLEPHASE

List \$8.50

REVELATION

List \$5.50

The AUDAK
565 Fifth Avenue

“Makers of High Grade Electrical and

the Difference!



SHEER merit and nothing else has made AUDAK instruments the standard by which others are judged and valued. And AUDACHROME has taken its place at the head of all AUDAK reproducers, making the dealer himself marvel that musical interpretation could reach such a high degree of accuracy and realism.

Cabinet or
Portable—
Any Machine
Equipped with
an AUDAK
REPRODUCER
Is a High
Grade Machine



AUDACHROME

"The Standard by Which All
Others Are Judged and Valued"

COMPANY

New York, N. Y.

Acoustical Apparatus for More Than 10 Years"



Volume requisitions for AUDACHROME are still keeping us on the hop. Orders from four continents now lie before us, awaiting their turn. Over the world is spreading the name and fame of this excellent interpreter of music and speech.

Summer is with us. That means outdoor recreation for kiddies and grown-ups, too. Outdoor recreations and music go hand in hand. PORTABLES! Idea number one. AUDAK equipped! Idea number two. Get busy and get BUSINESS!

One of the most impressive facts about this talking machine business is its very vastness, potentially. Over and above the tremendous possibilities for sales of new machines there are more than twelve million old machines already in homes, which should be serviced with new records and a constructive improvement like AUDACHROME.

You can't repeat to yourself too often that the job of building record sales is the trade's job. The business is there, like hidden mineral wealth in a hillside. If your customers do not buy as many records as they should, try opening their purses by selling their EARS. Let them listen to REAL music, interpreted by AUDACHROME!

Sharpen their appreciation of accurate reproduction. There's nothing technical about the doing of it. Heighten their interest in talking machine entertainment as compared with other forms of amusement—by showing them what they miss without AUDACHROME.

AUDACHROME means better business for the music trade.

Remember, record sales PAY, if you can make enough of them. Every home-owner who buys an AUDAK instrument of you immediately goes on your "intensely active" list. Frankly, there's enough profit in just plugging this end of the game to repay you many times.

Gillette made dividends on his blades—not on his razors!

RMA Defines Various Types of Receiving Sets

Five Definitions of Different Type Sets Developed by RMA to Improve Advertising and Merchandising and to Aid Public in Its Purchases of Radio Receivers

To improve advertising and merchandising of radio-receiving sets and to aid the public in its purchases by official definitions of "electric," "socket-powered" and other receiving sets, the Radio Manufacturers' Association, in co-operation with other radio trades associations, is presenting a radio receiver nomenclature. The definitions of different types of receiving sets are designed as a guide not only to the 300 principal radio manufacturers belonging to the RMA, but also to advertising and business interests, as well as the public. Use of the official receiving set definitions in manufacturers' advertising, and also in that of jobbers and dealers handling RMA products, will be requested. Advertising and merchandising agencies, including Better Business Bureaus, also will be advised of the definitions agreed upon, designed to avoid misinformation to the public of the different varieties of receiving sets now on the market.

The receiving set definitions were developed by the RMA Engineering Division, of which H. B. Richmond, of Cambridge, Mass., is director, with the assistance of technical committees of other organizations. The definitions were adopted and approved unanimously by the RMA board of directors at their meeting at Buffalo, May 3, and are expected to receive the official approval of other radio trades associations, so that the definitions may be generally adopted in manufacturers' literature and advertising during the coming season.

In an effort to improve merchandising prac-

tices and keep the radio-buying public from being misled in the use of terms applied to receiving sets, the RMA Engineering Division and the board of directors recently adopted definitions for "socket-powered" and other radio operation. These were designed more as engineering definitions rather than for guidance of the public and use in the merchandising of radio receiving sets and accessories.

The new and official radio merchandising definitions are as follows:

1. Battery-Operated Set

A radio receiver designed to operate from primary and/or storage batteries shall be known as a "Battery-Operated Set."

2. Socket-Powered Set

A radio receiver of the "Battery-Operated" type, when connected to a power unit operating from the electric light line, supplying both filament and plate potentials to the tubes of the receiver, shall be known as a "Socket-Powered Set."

3. Electric Set

A radio receiver operating from the electric light line, without using batteries, shall be known as an "Electric Set."

4. A. C. Tube Electric Set

A radio receiver employing tubes which obtain their filament or heater currents from an alternating current electric light line without the use of rectifying devices, and with a built-in tube rectifier for the plate and grid-biasing potentials, shall be known as an "A. C. Tube Electric Set."

5. D. C. Tube Electric Set

A radio receiver employing tubes which obtain their filament or heater currents from a direct current electric light line without the use of rectifying devices, and with a built-in power plant for the plate and grid-biasing potentials, shall be a "D. C. Tube Electric Set."

Despres-Jacobs Now Represents Steinite

Despres-Jacobs, Eastern district sales representatives, have completed their selling arrangements for the coming year and will act as district managers in the States of New York and New Jersey for the Steinite Radio Co., manufacturer of the Steinite electric set.

They will continue to act as Eastern district representatives for the Adler Manufacturing Co., maker of Adler Royal Cabinets, and for Radio Foundation, Inc., Lectophone licensee, which is shortly announcing an entirely new line of "R.F.J." cone speakers.

A complete display of these three lines has been permanently installed in Despres-Jacobs' new quarters at 122 Greenwich street, New York City, where the district offices of the three above-mentioned companies are now located.

New Bremer-Tully Distributors Named

CHICAGO, ILL., June 5.—The Bremer-Tully Mfg. Co., manufacturer of Counterphase radio receivers, recently announced the appointment of the Albany Hardware & Iron Co., of Albany, N. Y., the Sprague Electric Co., Waterbury, Conn., and Reincr Bros., Dubuque, Ia., as distributors of Bremer-Tully products in their respective territories. The expansion of this company's business in foreign fields is keeping pace with domestic activities. Among a number of distributors appointed in foreign centers is the Eastern Electric & Trading Co., Bombay, India.

The M. L. Price Music Co., formerly at 701 Tampa street, Tampa, Fla., has moved to the five-story building at Tampa and Twiggs streets, occupying the ground floor.

New Line of *Outing* Portable Phonographs

One handle handles it
TRADE MARK
Master of Movable Music

The World Famous Portable Phonograph

Latest Offering by the Makers
of Nyacco Products



New Baby Outing
\$12.00 List

New Junior Outing
\$15.00 List

New Senior Outing
\$25.00 List

Jobbers—Write for Special Quantity Discount

NEW YORK ALBUM & CARD CO., Inc.

Established 1907

64-68 Wooster Street, New York

These Jobbers Have Been Appointed to Distribute the New Vocalion Records

Made Electrically

FEATURING
Popular Dance and Vocal
Old-Time Southern Melodies
Novelties
Race and Mexican Selections

ASK the nearest jobber to tell you about the new Vocalion Records . . . made electrically. He'll tell you of the new policy of specialization which has already resulted in phenomenal sales gains. Briefly stated, Vocalion's new policy is to concentrate on special fields: Race, old-time southern, etc. In its special fields, Vocalion aims to lead every record manufacturer in (a) popularity of selections, (b) choice of artists, (c) timeliness.

All the new Vocalion Records are made by the newest electrical methods. From the standpoint of music, no musical merchandise anywhere excels them. And now in their various fields, the new Vocalion Records give the dealer the novelties, race, Mexican and



other specialties that his customers want.

If you are situated in a territory where the demand is for records of the kinds mentioned then you're missing something by not handling the new Vocalion. Take the matter up with the nearest jobber, or write direct to Vocalion Record Department, 623 S. Wabash Ave., Chicago.

Alabama

Forbes Plano Co.,
1922 Third Ave., N., Birmingham.

Florida

Sterchi Bros. Co.,
23d and Evergreen Aves., Jacksonville.

Georgia

Atlanta Sales Co.,
263 Peachtree St., Atlanta.

Illinois

Kapp Music Co.,
2303 W. Madison St., Chicago

Indiana

Stewart Sales Co.,
114 E. Ohio St., Indianapolis.

Minnesota

Northwestern Phono. Supply Co.,
479 St. Peter St., St. Paul.

Missouri

Phonograph Repair & Access. Co.,
110 N. Broadway, St. Louis.
Harbison Mfg. Co.,
11th and Mulberry Sts., Kansas City.

Montana

Kalispell Mercantile Co., Kalispell.

Ohio

Davitt & Hanser Music Co.,
304 Main St., Cincinnati.
Cleveland Phonograph Co.,
3919 Payne Ave., Cleveland.

Tennessee

Sterchi Bros. Co., Bristol.
Sterchl Bros. Co., Knoxville.
Jas. K. Polk Co., 300 McCall Bldg., Memphis.

Texas

Hassler-Texas Co., Dallas.
Eliot Bros. Furn. Co.,
316 E. Overland St., El Paso.

The Brunswick-Balke-Collender Co.

Branches in the following cities.

JOBBERS WANTED!

California

846 S. Los Angeles St., Los Angeles.
980 Mission St., San Francisco.

Massachusetts

314 Stuart St., Boston.

Michigan

600 E. Jefferson St., Detroit.

New York

219 Washington St., Buffalo.
799 Seventh Ave., New York City.

Oregon

125 10th St. N., Portland.

Pennsylvania

40 N. 6th St., Philadelphia.
909 Penn Ave., Pittsburgh.

Washington

1001 John St., Seattle.

THE NEW Vocalion Records

Made Electrically

Division of The Brunswick-Balke-Collender Co., Chicago

Board of Appeals Sustains Hazeltine

In an interference proceeding between Lester L. Jones and Louis A. Hazeltine before the Board of Appeals in the U. S. Patent Office, the board has sustained a previous decision of the examiner of interferences, and has awarded priority of invention on all accounts to Louis A. Hazeltine. The announcement of this decision states that the interference relates to the patent-covering plate circuit neutralization. It is said that this terminates the proceedings insofar as the patent office is concerned and leaves Louis A. Hazeltine as the sole and original inventor of plate-circuit neutralization in this contest.

Hurd's Music Store, Harvey, Ill., has changed its name to Horton's Music Store, simultaneously with its removal to new quarters at 110 East Fifty-fourth street.

Bosch Reports Big Increase in Income

The American Bosch Magneto Corp. reports net income for the quarter ended March 31 of \$71,276, after depreciation, but before Federal taxes. This is equal to 54 cents a share on the 207,399 shares outstanding, and compares with net income of \$42,782 or 21 cents a share on 201,399 shares outstanding in the same quarter a year ago. Net sales for the first quarter this year amounted to \$1,967,910, against \$1,404,861 in the corresponding quarter last year, concrete evidence of Bosch radio popularity.

In a recent bulletin to the trade, F. A. D. Andrea, Inc., manufacturer of Fada Radio, pointed out the importance of reading the trade press. Special attention was called to an article in the March issue of The Talking Machine World, entitled "How Two Live Dealers View the Problem of Radio Trade-ins."

Crosley Radio Corp. Takes Over WSAI

CINCINNATI, O., May 29.—Two of Ohio's largest and most powerful radio stations, WLW and WSAI, will hereafter be operated by the Crosley Radio Corp., as the result of a deal recently announced by which Powel Crosley, Jr., president of the Crosley Radio Corp., and owner of WLW, takes control of WSAI. In addition to owning these two stations, Mr. Crosley has confirmed reports that he will soon acquire a 50,000-watt transmitter.

It is understood that Mr. Crosley will purchase 3XN, the experimental station operated by the Bell Telephone Laboratories at Whippany, N. J., if permission is given by the Federal Radio Commission to operate WLW with increased power.

William H. Fowler, music dealer of Taylorville, Ill., has filed a petition in bankruptcy.

The New Improved PEERLESS Portables

Comparison with the machines you are now selling
will reveal their superiority



Peerless Master-Phonic—\$25.00 List

Appearance—Quality—Tone

Covered with genuine DuPont
Fabrikoid of heaviest quality

Elaborately decorated in
multi-color effects



Peerless Vanity—\$12.50 List
Dimension 3½x12x13.
Four Colors



Peerless Junior—\$15.00 List

Two Sales Winning Styles of Record Albums

Peerless Artkraft Album

Beautiful Gold-embossed Cover—Heavy Brown Kraft Pockets

Peerless Loose Leaf Album

Removable Pockets for Records

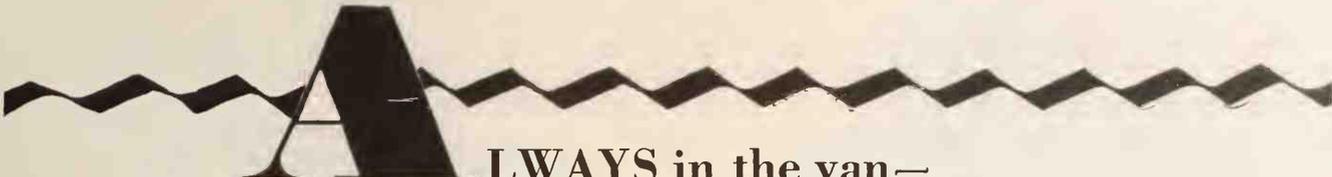
PEERLESS ALBUM CO.

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK



Freshman Leads



ALWAYS in the van—
a few steps ahead of the crowd—again
Freshman will surprise the industry
with something new at the Chicago
Show. Not just “new” — there’s little
merit in that — when Freshman says
“new,” it means “better!”

And before the show—the “so-called”
slow season? Not for Freshman dealers.
A nation-wide merchandising and ad-
vertising campaign offering tremen-
dous reductions in prices on standard,
up-to-the-minute Equaphase Electric
Radios, enabled every Freshman dealer
to do volume business.

Freshman Radios are sold direct to
Franchised Dealers. This assures the
most profitable type of merchandising
and advertising co-operation.

***We
Hope
to see
You
at the
Show***



CHAS. FRESHMAN CO., Inc.

Freshman Building, New York

2626 W. Washington Blvd., Chicago

800 N. Spring St., Los Angeles



Develop New Sales Fields

How Lion Store Music Rooms, Toledo, O., Is Building Up Its Business Among the Local Restaurants

By J. M. Schlacter

WHEN Smith stops buying from Jones, why not try to sell Adams? The problem confronting the music store to-day is that of finding new outlets. Too many dealers cling to the theory that if the industrial worker is unable to purchase a musical instrument the jig is up. They refuse to extend themselves or work up sufficient enthusiasm to locate prospects long neglected or entirely overlooked of which there are a great many more than is usually supposed.

With usual aggressiveness the Lion Store Music Rooms, Toledo, O., in their search for new worlds to conquer, came upon the list of restaurants, of which there are several hundred in the city, and at once decided to solicit this market, which evidently had been neglected. Workers were assigned to the task and special demonstrations were decided upon. The first step in the campaign, as in others of a like nature which the store has staged, was that of preparing and mailing a letter. This message is relied upon to "break the ice," so to speak, and pave the way for the salesman's call. The letter stated:

Modern cafes, cafeterias, lunch rooms and restaurants in increasingly large numbers are accepting the Orthophonic Victrola or the Brunswick Panatope as the ideal music for their patrons. Reports in every instance prove that either musical instrument is a sound investment in genuine entertainment. And owners of various restaurants have estimated that their business has been increased from 10 to 35 per cent.

As you know, the Lion Store carries at all times complete lines of Victor and Brunswick models. The new Automatic Orthophonic—the most modern of musical inventions—is particularly well adapted to restaurant use.

If you are at all interested, we would be glad at any time to arrange a demonstration, either in the Music Rooms or at your place of business. May we have the pleasure of hearing from you? Very truly yours.

The letter was not expected to drive restaurant owners by the score into the department clamoring for a demonstration. Nothing of

the kind—but it did accomplish its purpose. For when the salesman called on the telephone and asked if the letter had been read—mind you, read—the reply was in the affirmative, in the majority of instances. Telephoning the prospect is the second step in the campaign. The third is making a personal call. The telephone conversation often produces leads which

are along the line of enjoying the great artists in her home every day, and owning an instrument will enable her to enjoy the music of the hour as well as the entire range of the Victor and Brunswick catalogs over and over again.

It is, of course, obvious that such a line of reasoning would have little effect upon a business man. He is little concerned with artists and sweet strains of music. What he desires to know is how he can increase his business. Therefore, salesmen calling upon restaurant owners use the appeal that an Orthophonic Victrola playing in his establishment will draw more patrons, give his shop more prestige and induce people to return often and bring their friends. In short, it will make his eating-place a preferred place—a more enjoyable spot to stop for a meal, meanwhile enjoying the music and refreshing oneself.

Salesmanship, based upon such reasoning during the first week of the drive secured five demonstrations, two of which were turned into sales, with the remaining three still out.

In this connection, Mr. Markwood stated that many of the restaurants called upon are not large enough to afford an Orthophonic. In that case a smaller machine is often sold. Not a few portables have been disposed of to small eating-places. It must be remembered always that every machine sale to a restaurant is practically certain to make a large number of record sales, for few owners will play the old discs for long. The public demand for something new must be satisfied.

If business with homes and home-owners shows signs of slowing up, why slacken up? Seek new outlets. Simply transfer your efforts for a time to include the restaurants, ice cream parlors and similar establishments. The new instruments are particularly adapted to appeal to this trade. Remember, however, that the sales appeal to these prospective purchasers is of a different nature than that of the housewife, so change your sales campaign accordingly. How the Lion Store Sells This Trade.

are quickly followed. Only sufficient letters are mailed each day to enable the salesman to make the rounds. Eight is the average for each man. This is important, for when several thousand letters are mailed at one time it is manifestly impossible to reach even a part of the list before they cool.

Follow up is the thing dwelt upon here. What good is a letter if it isn't followed up in an intelligent manner. Better save the postage and throw it into the wastebasket yourself if it is asserted here. Therefore, above everything, the store insists upon—Follow up.

The sale arguments employed in this restaurant campaign are quite different from those used by salesmen in soliciting trade from the housewife, Wilbur O. Markwood in charge of the work explained. In her case the arguments

Superior Perfects Distribution Plan

Perfecting of a national distribution organization has been announced by the Superior Cabinet Corp., New York. Representatives have been appointed in the following cities: Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, Atlanta, Dallas, Denver, Los Angeles, San Francisco and Portland, Ore.

In making this announcement, Bernard J. Greenbaum, president of the Superior Cabinet Corp., stated that manufacturing facilities have recently been greatly increased in the Superior plant and the organization is enjoying a very satisfactory volume of business.

Use Fada Speaker in Art

Two vaudeville headliners, Ann and Frank, are featuring a Fada Radio speaker in their stage act. These entertainers are known as the Southern Radio Aces, and until recently were broadcasting regularly over station WSMB, at New Orleans, La.

The formal opening of the Harbor Music Co.'s new store at 262 West Sixth street, San Pedro, Cal., was held recently and attracted thousands of residents of the harbor district. The store is said to be one of the most attractive on the Pacific Coast.

Dulce-Tone

Radio Talking Machine Speaker

Get In On These RADIO PROFITS

WITH radio almost universal, it's easy to include a Dulce-Tone in every talking machine sale—and you might as well get that extra profit. Or sell Dulce-Tone to former talking machine buyers.

Dulce-Tone makes an ideal loud speaker of any phonograph, and it fits any make and any radio set. Simply set the talking machine needle in the Dulce-Tone reed, plug in, and you have the full volume, the beautiful clear tone that only Dulce-Tone and a talking machine can give.

THE GENERAL INDUSTRIES CO.
Dulce-Tone Division
Formerly named
THE GENERAL PHONOGRAPH MFG. CO.
Elyria, Ohio

\$10, Retail
Fully guaranteed
Fits any radio



*The
Fusion
of two
Pioneers*

will result in
faith-keeping
with
accredited
dealers

The Mohawk Corporation of Illinois and the All-American Radio Corporation, pioneers in the Radio Industry, have been ever active factors in the advancement of the industry—and in the establishment of a solid and secure foundation of integrity and merit upon which towers the gigantic radio business structure of today.

Prog

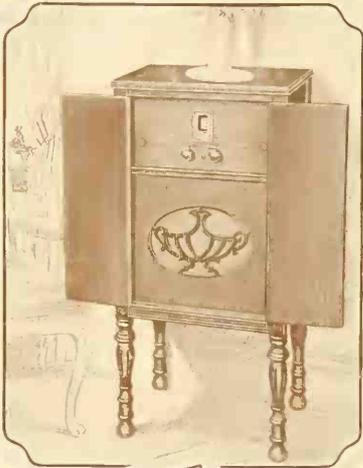
—in Trend with the Spirit of the Times
Assures an Improved Product
and Increased Demand

THE recent consolidation of The Mohawk Corporation of Illinois and the All-American Radio Corporation, is in strict keeping with the modern trend toward more scientific and economical methods of manufacture and distribution.

Centralization of effort—consolidation of vast funds of experience—merger of the latest manufacturing facilities under the roof of one immense plant—the pooling of financial resources—are factors which have made possible a noteworthy improvement in excellence of construction, finer precision in every phase of production and operation and have effected a substantial reduction in manufacturing and selling costs. All of which is convincingly evident in the prices, appearance and performance of the 1928-29 models as presented by the All-American Mohawk Corporation.

Model 65

A handsome console, finely finished in rich Walnut with overlay on front doors. Enclosed cone speaker, contains a one dial 6-tube set. Chassis same as Model 60. \$17.50
With Electro Dynamic Speaker, \$25.00 additional.



Model 83

This Castillon creation is of rich Walnut, struts tone, with turned legs and hand wrought iron stretchers of curly center grain. Houses same 8-tube set, chassis as Model 80. \$250.00
With Electro Dynamic Speaker, \$35.00 additional.



Model 86

Of 5-Ply Burl Walnut with contrasting diamond matched Walnut doors. Enclosed cone speaker. Contains a one dial 8-tube set; chassis same as Model 80. \$235.00
With Electro Dynamic Speaker, \$35.00 additional.



Model 85

A distinctively designed console of 5-ply selected Burl Walnut housing the 8-tube set; chassis same as Model 80. Enclosed cone speaker. \$195.00
With Electro Dynamic Speaker, \$35.00 additional.



Model 62

Upper and lower front panels of selected matched Burl Walnut. Built-in cone speaker. Contains a one dial 6-tube set; chassis same as Model 60. \$172.50



MODEL 60

All-American Mohawk Corporation patented one dial, 6-tube tuned radio frequency circuit. Non-Oscillating. Employing three stages of R.F., detector and two transformer coupled Audio. Fully copper shielded. Exceptionally large and well made transformers are low pitched, producing most pleasing tone quality. Power Unit built in; taps for high and low line voltage; Jacks for electric phonograph pick-up.

Cabinet of 5-Ply Walnut veneer, gold striped front, hand rubbed piano finish. Self contained power unit and radiantly illuminated full vision drum. For operation on 110 volt A.C. 60 cycle current. Size of cabinet, width 17½ inches, depth 13½ inches, height 9 inches. \$92.50



MODEL 80

All-American Mohawk Corporation patented one dial, 8-tube tuned radio frequency circuit. Extremely selective, employing four stages of radio frequency. Two stages of Push Pull Amplification produce exceptional tone quality. Power Unit built in; taps for high and low line voltage; Jacks for electric phonograph pick-up.

Housed in a beautiful 5-ply Walnut veneer cabinet of tasteful and dignified design. Marquetry inlay. Rich hand rubbed, piano finish. Radiantly illuminated full vision drum. For operation on 110 volt A.C. 60 cycle current. \$127.50



ress:

Superb beauty of design—elegance of finish never before attained—refinements that reach beyond the most exacting demands—variety that permits a wide range of selection—unapproached values backed by proven quality that guarantees service far in advance of present-day expectations. provide in our new radio receiving sets every element essential to the promotion of quick, profitable sales and continuous trade development. Yes, dominant, undisputed leadership!

Proof of ever-increasing value of a Dealer Franchise with the All-American Mohawk Corporation will be mailed to you upon request. Write for it today. Form an alliance with an established and thoroughly reputable organization that is eager and able to aid you in the development of desirable trade and to protect your interests.

ALL-AMERICAN MOHAWK CORPORATION
1257 Belmont Avenue
Chicago, Ill.

Model 84

Spanish Vargueno Console of rich Walnut. Hand rubbed piano finish. Duo tone, six hand curved lens. Silk backed grill conceals speaker. Hand tinted and filigree hardware backed with Castillon red velvet. Built-in cone speaker. Contains a one dial 8-tube set; chassis same as Model 80.

\$295.00
With Electro Dynamic Speaker, \$35.00 additional.



Model 64
Beautiful Walnut finished console. "Trimmed" in cane speaker. Built-in one dial 6-tube set. Chassis same as Model 60.
\$185.00



Model 66

Combination phonograph and 6-tube electric radio. Radio chassis same as Model 60. Complete with electric pick-up, spring motor turn table, built-in cone speaker and two record albums. \$245.00
With Electro Dynamic Speaker, \$35.00 additional.

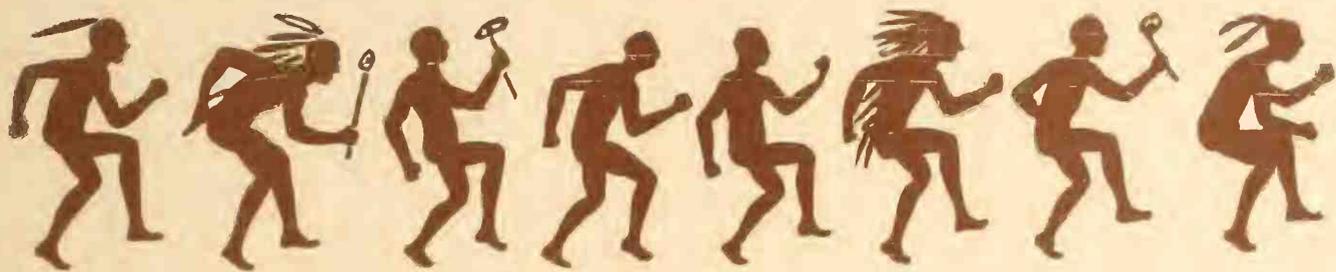
Model 88

The utmost in phonograph and radio combination. Furniture superb; 8-tube electric radio set; chassis same as Model 80. Radio Corporation of America Electric Pick-up; General Electric Induction Motor, concealed velvet turn table; Electro Dynamic Speaker; compartment for record albums. For operation on 110 volt A.C. 60 cycle current. This model furnished with Electro Dynamic Speaker only. \$425.00



*The
Fusion
of two
Pioneers*

marks a
noteworthy
achievement
in the radio
world



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

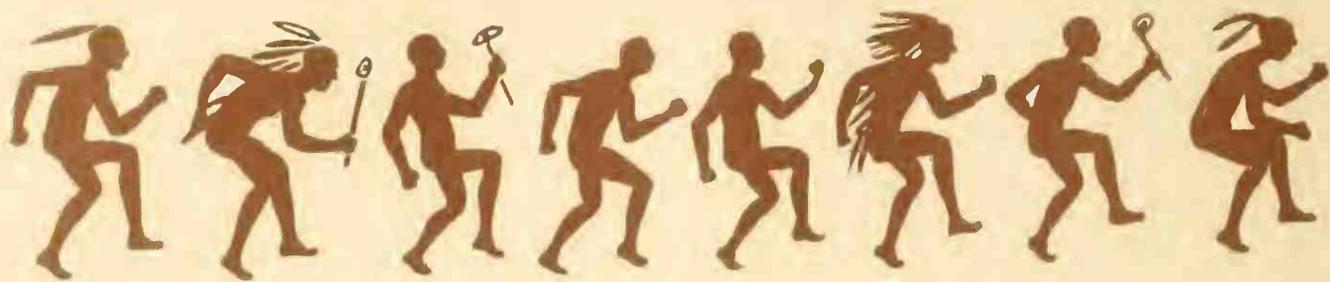
“Bigger value—better
business—that’s the an-
swer to *why* you should
line up with the All-
American Mohawk
Corporation.”

American Phonograph Co.

61-63 Hudson Avenue
ALBANY, NEW YORK

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS
1928-1929

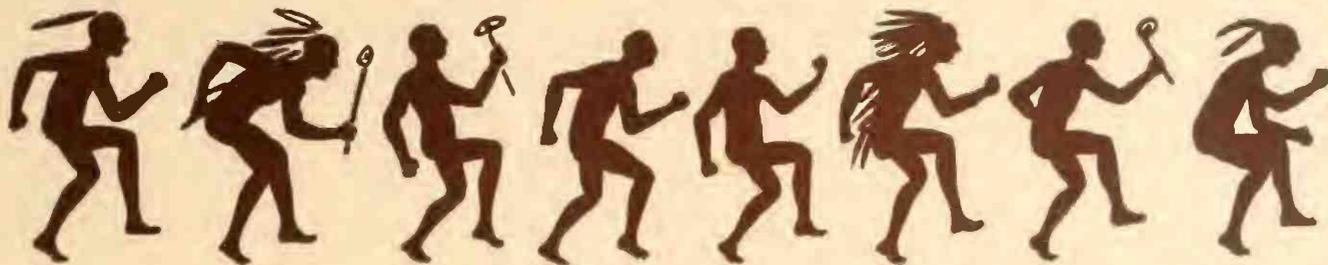
“Maximum Quality at
Minimum Price—
and you can prove it!”

Automotive Electric Company

306 Sixth Street
SIOUX CITY, IOWA

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

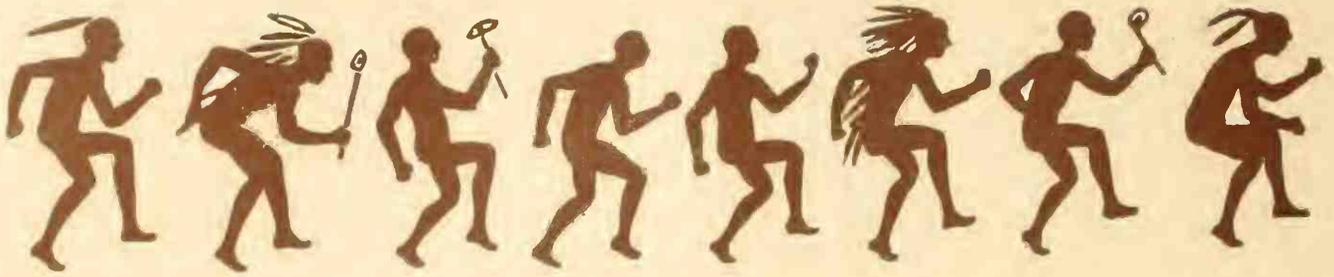
“The new All-American Mohawk Corp. Receiver is that rare combination of quality, constructional perfection and cabinet artistry—*watch sales leap.*”

In the Greater New York Territory

Blackman
WHOLESALE RADIO
DISTRIBUTORS
DISTRIBUTING CO., INC.
28-30 W. 23rd St., New York, N. Y.

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

“We believe in the old Mohawk saying—

‘Building Them Better

Pricing Them Lower

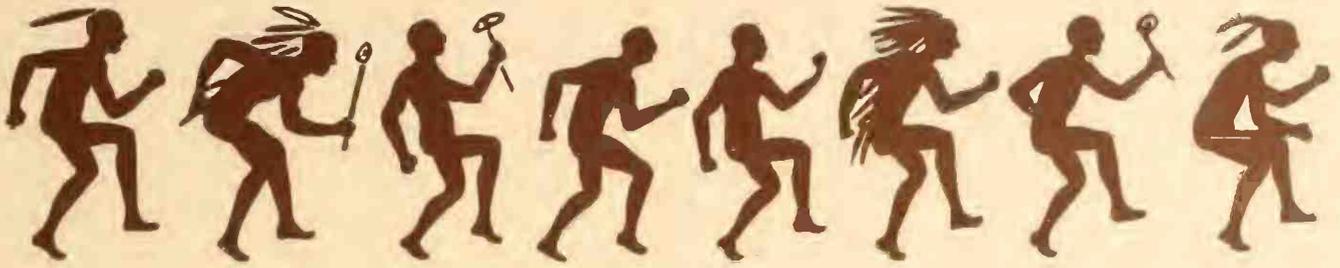
Selling Them Faster!’”

The Columbia Stores Company

221 S. W. Temple Street
SALT LAKE CITY, UTAH

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

“We have not found anything better. For three consecutive years we have distributed this line of receivers only. We ought to know.”

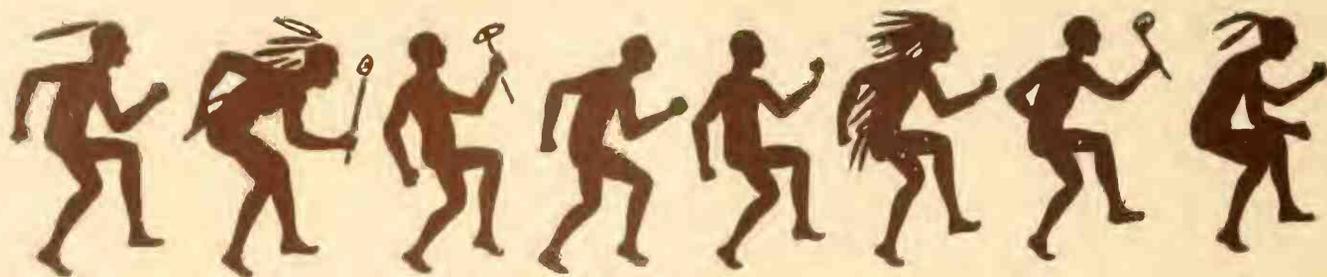
Cycle & Auto Supply Company

339-341 Genesee Street

BUFFALO, NEW YORK

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

“We’ve tested them all.
We find the All-American
Mohawk Corp. Radio
Receiver the last word in
radio efficiency. *Look at
the prices!*”

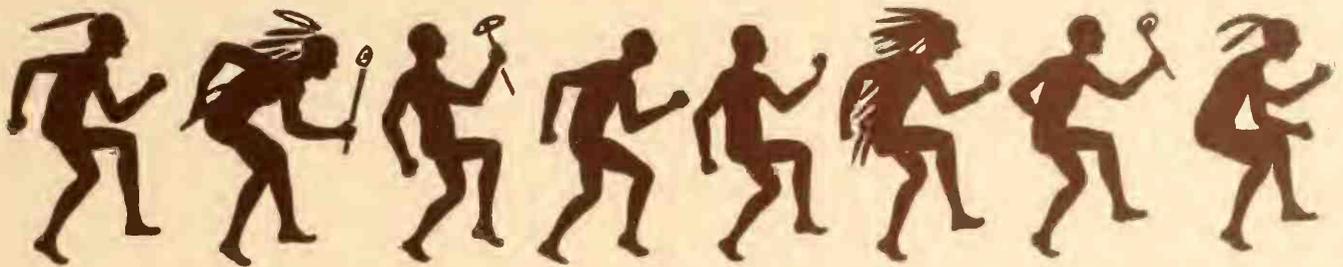
W. M. Dutton & Sons Company

HASTINGS

NEBRASKA

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

“We are proud to distribute All-American Mohawk Corp. Radio Receivers in the following counties of Wisconsin:”

COLUMBIA
DANE
DODGE
FOND DU LAC
GREEN LAKE
JEFFERSON
KENOSHA
MARQUETTE

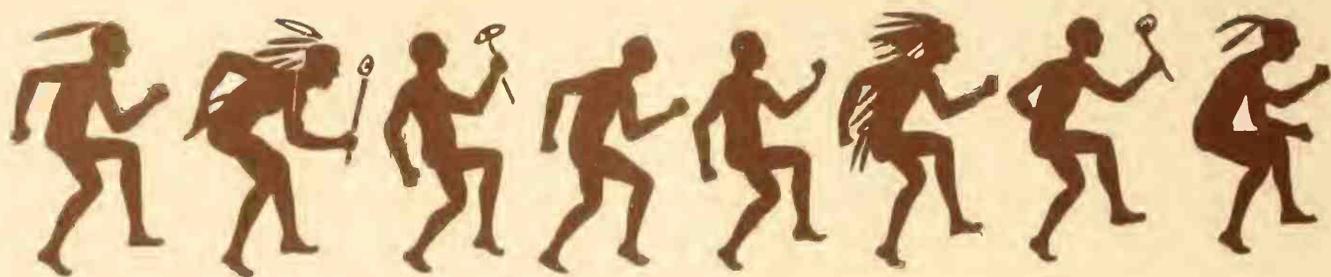
MILWAUKEE
OZAUKEE
RACINE
ROCK
SHEBOYGAN
WALWORTH
WASHINGTON
WAUKESHA

MICHAEL ERT, Inc.

530-32 Jefferson Street
MILWAUKEE, WISCONSIN

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

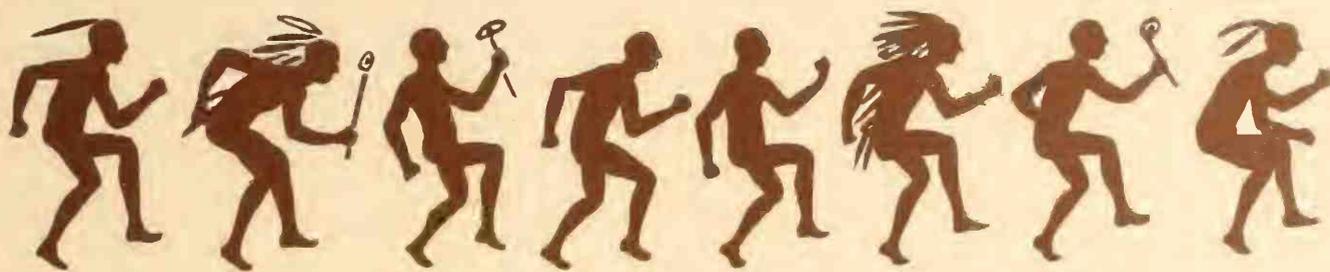
“Our fifth year! Anything we may say about the All-American Mohawk Corporation would not be high enough praise. **The set is a wow!**”

Excelsior Auto & Battery Company

17th and Derry Streets
HARRISBURG, PENNSYLVANIA

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

“A radio achievement of the greatest significance — watch the All-American Mohawk Corp.”

In the Entire State of California

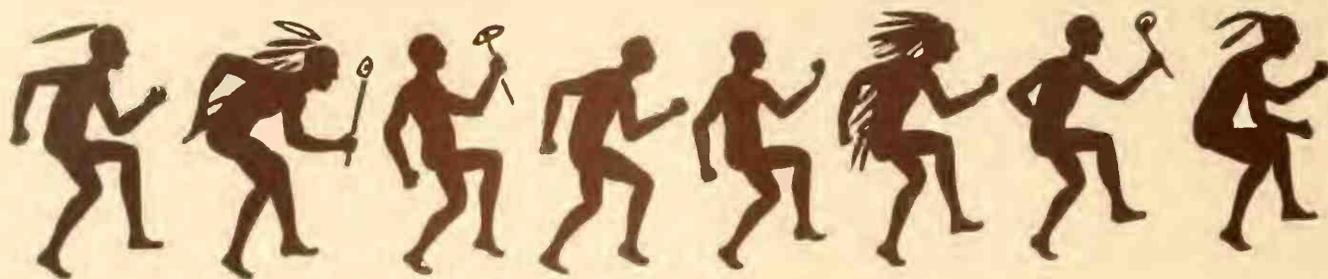
Listenwalter & Gough, Inc.

819 East First Street, Los Angeles, Cal.

325 Fifth Street, San Francisco, Cal.

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

“Our third year!

We have the best dealers in our territory.

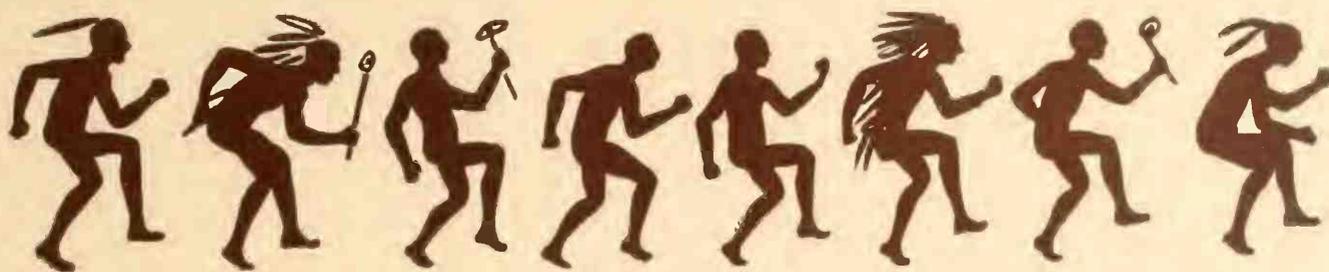
This statement speaks for itself.”

Louisville Auto Supply Co.

754 South First Street
LOUISVILLE, KENTUCKY

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

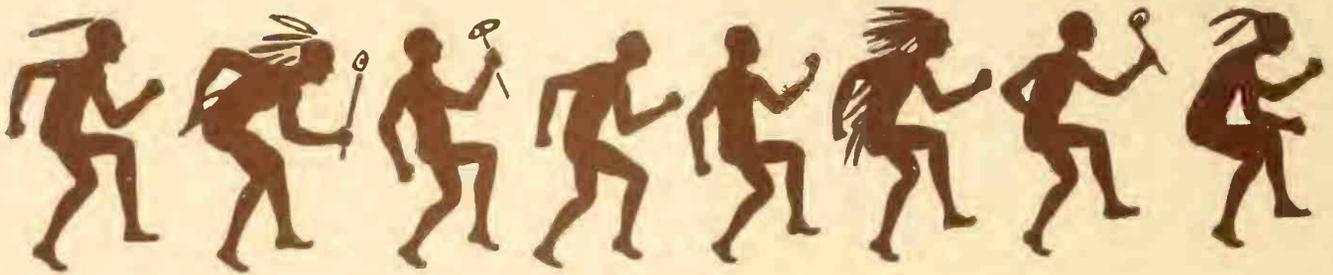
“A **better** set for **less** money.
There is a lot of satisfaction in
knowing you are giving your
trade the **greatest value**
on the radio market.”

National Radio & Auto Supply Co.

518 Mullin Building
CEDAR RAPIDS, IOWA

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

“Perfection—at a price
that is within reach of
the average radio-buy-
ing purse.”

In Massachusetts, New Hampshire and Rhode Island

Northeastern Radio, Inc.

269-285 Columbus Avenue, Boston, Mass.

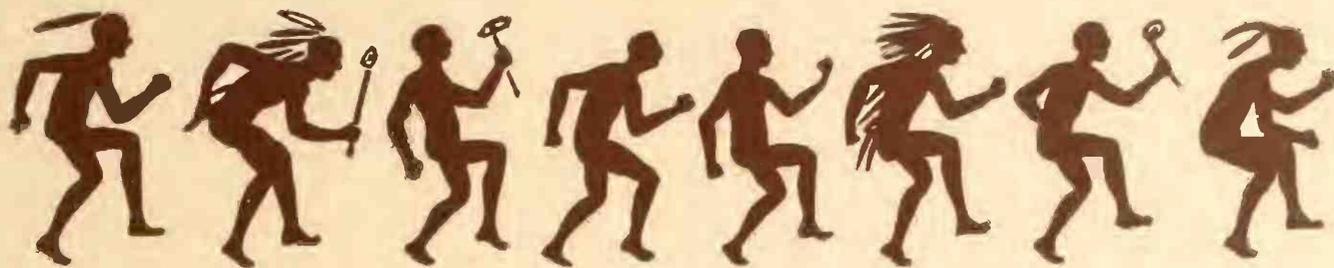
EXCLUSIVELY
RADIO

Established in 1922

EXCLUSIVELY
WHOLESALE

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

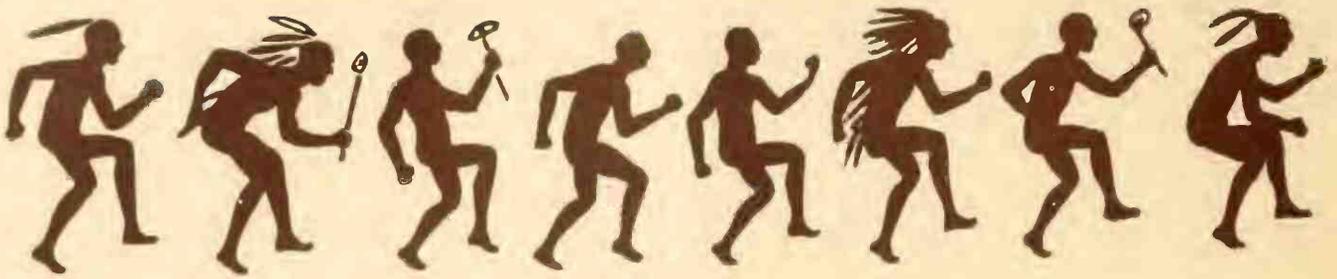
“We predict all sales records will be broken with this highly improved radio receiver.”

Philadelphia Motor Accessories Co.

3127 North Broad Street
PHILADELPHIA, PENNSYLVANIA

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

ACROSS CENTRAL OHIO



THE SMITH BROS. HDWE. CO.

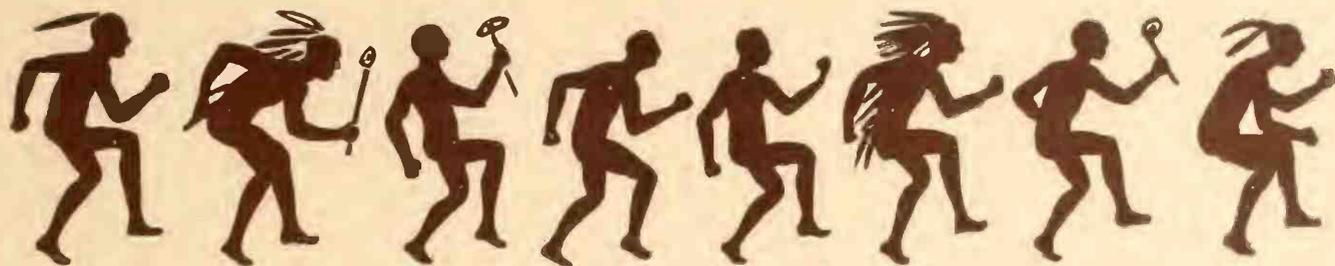
COLUMBUS, OHIO

*Wholesale only to Dealers in 50 counties
across Central and Southeastern Ohio*

OUR 3rd YEAR WITH MOHAWK
'NUFF SED

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

“Clear tone quality, selectivity,
and beautiful cabinet work make
the **All-American Mohawk
Corp.** Radio Receiver radio’s
greatest achievement.”

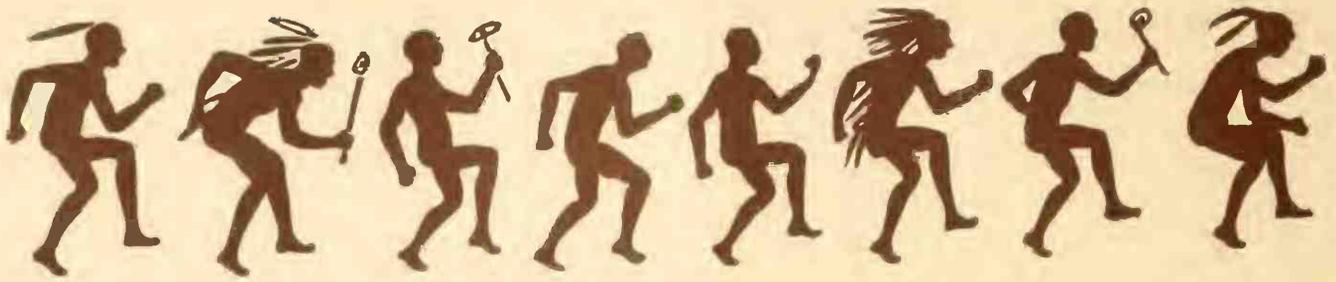
In the Northern Ohio Territory

B. W. SMITH, Incorporated

2019 Euclid Avenue
CLEVELAND, OHIO

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

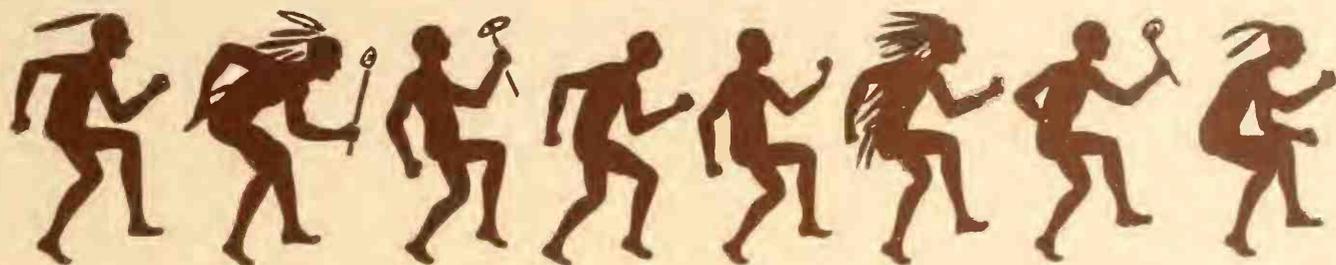
“We’ve heard it . . .
we’ve seen it . . . the
**All-American
Mohawk Corp.
Radio Receiver**
leads them all.”

The Tovan Electric Company

310 West Seventh Street
CINCINNATI, OHIO

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

New High Standards
of Quality—

New High Peaks
of Sales.

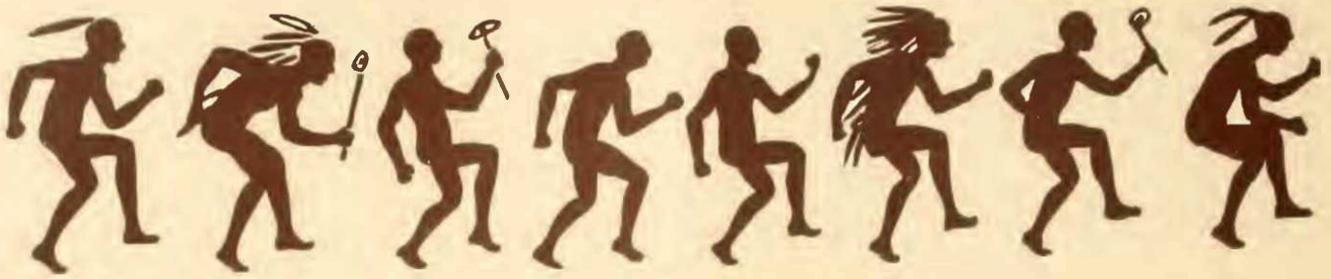
Waite Auto Supply Co.

560 Westminster Street

PROVIDENCE, R. I.

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.



All-American Mohawk Corporation

RADIO RECEIVERS

1928-1929

“They’re Built Like
Rolls-Royce
Motor Cars.”

Washington Automobile Supply Co.

WASHINGTON, ILLINOIS

Exclusive Distributors for

ALL-AMERICAN MOHAWK CORP.

Seattle Music-Radio Trade Adopts Code of Ethics

No Sets on Approval but Demonstrations Can Be Arranged—Installation Charge and Service

SEVERAL weeks ago before the radio group meeting of the Radio and Music Trades Association, in Seattle, Wash., E. P. Denham, factory representative for radio lines, presented very constructive ideas, the outcome of which was a series of meetings of dealers, and then dealers and jobbers. The direct result, however, was the conceiving and adopting of a Code of Ethics which was immediately put in effect. The general public was well informed as to the code by means of newspaper publicity. Sherman W. Bushnell, of the National Radio Co., aided Mr. Denham by giving generously of his time and ability in the drawing up of the code. The committee consisted of fourteen, including both downtown and suburban dealers. At the outset of sales from now on the customer understands thoroughly what to expect. Retail radio business will be standardized to a remarkable degree by this code, which is as follows:

No radio will be sent out on approval, but we are ready at any time to make a demonstration in your home at such time as you may choose, except at a time when other demonstrations are being made. Sets on demonstration will not be left more than two nights.

If necessary to install antenna equipment a minimum charge of \$10 will be made. This charge, consisting principally of labor, will not be canceled. Inside aerial and ground shall have a minimum charge of \$2.

After thirty days from date of sale all service calls shall be charged at a minimum rate of \$1.50 per hour during the day and \$2 per hour at night (time to be figured from store to store). All tubes and batteries are tested before delivery. No exchanges will be made ex-

Leslie G. Thomas With Polymet Corp.

Leslie G. Thomas, who has been appointed factory manager of the Polymet Mfg. Corp., manufacturer of radio power supply essentials, according to a recent announcement, comes to Polymet with a broad experience gleaned from years in the electrical and allied fields. He was formerly a factory manager for F. A. D. Andrea, Inc., later works manager of the Freed-Eisemann Radio Corp., and was also associated with the General Electric Co. and the Diamond Battery Co. for a number of years.

Bowling Tournament Ends

A bowling tournament among the employees of F. A. D. Andrea, Inc., Long Island City, was recently brought to a close with the presentation of the winning team of a silver trophy donated by F. A. D. Andrea, president of the

cept for actual defects in material furnished.

We guarantee all equipment furnished by us to be free from defects in material and workmanship. If any defect develops within the manufacturer's guarantee period, provided the merchandise is returned to us and has not been tampered with, we guarantee to repair or replace the equipment at our option. Where an exchange is made—tubes and batteries are not included.

We do not guarantee distance—this being entirely dependent upon location, type and construction of antenna, atmospheric conditions, proximity to man-made interference and the skill and patience of the operator.

We stand unqualifiedly opposed to misrepresentation in demonstrating or selling, and sincerely solicit co-operation to the end that this shall never take place in our business.

company. The individuals of the winning team were also presented with gold watch charms in the shape of diminutive bowling balls. The bowling season was concluded with a banquet, and R. M. Klein, general manager for Fada Radio, presented the trophy and the prizes to the winning aggregation of players.

Made Ad. Counsel for Stevens Corp.

The Stevens Mfg. Corp., successor to Stevens & Co., New York, manufacturers of Stevens speakers, has appointed Grace & Holliday, New York, as advertising counsel. F. W. Schnirring, well known in the music-radio industry, and now an executive of Grace & Holliday, is handling the Stevens account. An extensive advertising campaign for 1928-29 is now being prepared on Stevens speakers and the many new features which have been embodied in the product.

SELL SYMPHONIC

For those who want the finest reproducer that can be made, we present the Low-Loss Symphonic Reproducer, the result of the most painstaking experiments and trials. Exquisitely made, it is encased in a handsome bronze finished housing, with nickel or gold plated centerpiece.

LOW LOSS SYMPHONIC PHONOGRAPH REPRODUCER

LIST PRICE

Nickel Plated . . . \$10⁰⁰
Gold Plated . . . \$12⁰⁰

(Slightly higher west of the Rockies)



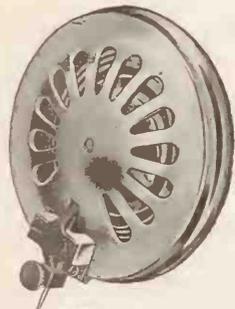
A remarkable reproducer at a remarkable price. Beautifully finished in polished nickel or gold plate. A great seller.

Overture PHONOGRAPH REPRODUCER
MADE BY SYMPHONIC

LIST PRICE

Nickel Plated . . . \$5⁰⁰
Gold Plated . . . \$7⁰⁰

(Slightly higher west of the Rockies)



This is the \$8.00 number that has been so popular with phonograph dealers everywhere. A wonderful reproducer whose performance is so unusual that it sells immediately on demonstration.

Symphonic PHONOGRAPH REPRODUCER

LIST PRICE

Nickel Plated . . . \$ 8⁰⁰
Gold Plated . . . \$10⁰⁰

(Slightly higher west of the Rockies)



An acoustical gem in a magnificent setting—Each Symphonic and Low-Loss Reproducer is beautifully encased in a gold embossed silken container commanding attention and bespeaking its quality.



SYMPHONIC SALES CORPORATION
370 SEVENTH AVE. NEW YORK

Pioneers and Leaders
in the Independent
Reproducer Industry



AT THE R·M·A SHOW SEE THE NEW

Balkite Radio

AN
A-C
RECEIVER
WORTHY
OF A
GREAT
NAME

As a manufacturer of Radio Power Units, Balkite has built one of the greatest names in the industry. That name has been built on a very simple principle—manufacturing to a standard of quality.

This standard is continued in Balkite AC radio. Balkite has not attempted to go into the low-priced field where the market is already



BALKITE A-7 [HIGHBOY]

Showing the finely carved cabinet with doors closed. A model to meet the taste of the most exacting household—by Berkey & Gay



BALKITE A-5

Cabinet by Berkey and Gay. Complete except for tubes and speaker—\$235

full and well-served. Balkite *has* attempted to produce the finest commercial receiver that money can buy.

Balkite recognizes that such a receiver must be authoritative furniture as well as fine radio. Both Balkite table model and console are housed in cabinets by Berkey and Gay. Nothing finer can be said.

The receiver, as an electrical instrument, leaves little to be desired. 7 AC tubes. Neutrodyne circuit. Push-pull audio. Single dial tuning. In the console a dynamic speaker, because only the finest speaker will bring out all Balkite tone. In all models, a dynamic drive is part of the set,

Balkite Radio



IN CABINETS BY

Berkey & Gay

so a dynamic can be installed more simply and at a lower cost. A phonograph jack for operating your phonograph is provided. Single dial, direct drive, silent tuning. Complete shielding. Protection against fluctuating voltages. Unique Balkite condensers. Construction that for simplicity and accessibility has to our knowledge never been equalled—construction worthy of an automobile. Yet these are details. Judge the set by its fidelity.

The receiver will be backed by sound policies. It will be advertised in the typical Balkite manner. Dealers who sell it, like Balkite dealers in the



BALKITE A-7 [HIGHBOY]

Same model as on opposite page, but with doors open. Includes dynamic speaker. Complete but for tubes—\$487.50



BALKITE A-3

For those who want all radio. Housed in a simple but slightly all-metal case. Complete but for tubes and speaker—\$197.50

past, will make money. If you haven't yet seen the set, consult our jobber.

Fansteel Products Company, Inc., North Chicago, Illinois.

HAVE YOU
SEEN
THE
BALKITE
SYMPHION



*It is the
finest instrument
in music*

SEE IT
AT THE SHOW

BOOTHS 85-6-7

Balkite Radio

Florida Travels to Business Recovery



Arthur Smith

RETAIL dealers in Florida have been, and still are, facing problems in connection with the operation of their businesses which make the troubles of dealers in most other sections of the country seem petty by comparison. During the boom days prosperity reigned in spite of competition of the severest character. Not only did many dealers open up for business but the talking machine-radio merchant had to compete with the fever of speculation in real estate. However, the people who flocked into the cities and hamlets from all parts of this and other countries, among other items, purchased musical instruments, and the dealer achieved a profitable turnover of stock.

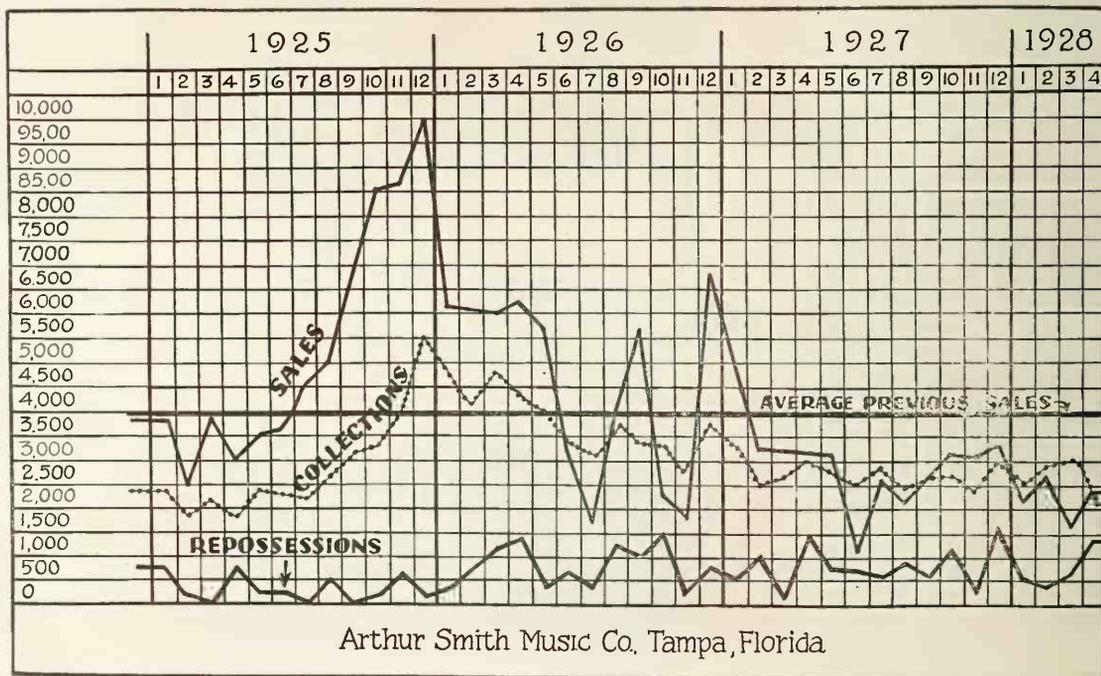
When the bubble burst the merchant in the music line was one of the chief sufferers. His business was largely on the instalment basis. People without money cannot meet instalments. The dealer was distinctly up against it. If he repossessed the merchandise he simply loaded his store with it, for the chances of selling had been narrowed to an amazing degree. Many dealers since that time have been forced out of business. Others, with the courage of men who do not know the meaning of the word "fail," have managed to hang on, barely existing the while, and hoping for the day when Florida would stage a "come-back."

The time is drawing near when these dealers will be rewarded for their grit. Florida is coming back, but not to the hectic prosperity of a few years ago. That is a phase in the progress of this great State that now is history. False prosperity is certainly and surely being replaced by development on substantial and lasting lines. Speculation has been replaced by investment, and every month sees some improvement.

Many articles have been written about Florida, regarding conditions during the peak of the

speculative era as well as the post-boom days. But never has anything been written that shows so clearly what a small business man who has established himself, he hopes, permanently, has gone through and what the future holds for him, as the letter written to The Talking Machine World by Arthur Smith, head of the Arthur Smith Music Co., Tampa, Fla. Mr. Smith has made an analysis of the business in his section based upon his own experiences and observations. He has studied the records of his own enterprise, and he presents plain, unvarnished facts that paint a vivid picture of the struggle to keep going in the face of obstacles that seem insurmountable. He emphasizes the point that his experience is by no means unique, as he believes that other dealers are in the same fix. "I am just an average small merchant," he says, "trying to make the best of a difficult situation. I have presented the naked figures from my

through the Florida land boom. The peaks and valleys are absolutely accurate, covering the period from January 1, 1925, through to April 30, 1928. While competing dealers are not running around giving out their private records, I have every reason to believe that similar graphs of figures of other Florida stores, big and little, would show the same general contour. The business represented is a typical, small phonograph shop, with a sales force of two, the owner and one saleslady. It is located on the edge of the business district, where rents are moderate and popular-priced merchandise only is featured. A small stock of pianos is kept on display, in addition to phonographs and records, but no radios are handled except one radio combination at a time is stocked during the Winter months. The clientele of our store has always been made up largely of middle-class wage earners and dinner-



Arthur Smith Music Co., Tampa, Florida

Graph Showing Trend of Business From 1925 to April of This Year

sales record. I weighed every word I wrote you, and purged every temptation to present my business in a more favorable light."

Mr. Smith not only gives the facts as he finds them at the present time, but he has drawn some conclusions from a study of the music-radio business situation in his section of the State that point the way to happier days to come. This analysis should be of interest to all manufacturers, wholesalers and retailers who have business with or are located in Florida. Mr. Smith's letter follows:

I am enclosing herewith a graph showing how a small phonograph store went

pail carriers. This class of trade is not to be despised, because there are so many of them, and they have fewer competing interests than the bon ton of a community.

Our customers, with some exceptions, are not yet educated up to radio entertainment, in spite of the fact that there are two good local radio broadcasting stations. For one thing, radio is perhaps too intricate for their simpler psychology, secondly, the sets within their means require rather elaborate aerials way down here, and their cottages are crowded two and three to a lot under the usual tangle of lighting and telephone wires, and thirdly, radios

The Road

Arthur Smith, of Tampa, a Retailer Who Has Been Through Boom Days, Analyzes His Business Then and Now From the Merchant's Point of View

By Arthur Smith

must be sold at higher initial payments than phonographs.

Among this class the phonograph still reigns supreme as the home entertainer. In proportion to our investment, our record sales run very high. We have to utilize four demonstration booths Saturdays and Mondays to accommodate buyers. We use extra sales ladies on these two days. In spite of a sharp decline in general sales, we sell more records than ever; more now than during the peak of the boom period. We also sell many player rolls, but our store is a distinctly poor outlet for both popular and classical sheet music. Our highest figure for record sales during the past seven years was not December, 1925, as one might expect from the graph peak, but actually April 16, 1928, our biggest single record day up to the present.

The best selling class of records in our store is the so-called "Old Time Dixie Songs" series. We often have calls for sacred numbers only for hours at a time, and as we demonstrate at all times right in our doorway on a powerful electric phonograph we sometimes feel that the indirect good we do is comparable with Billy Sunday's revivals and the Salvation Army. Often, on Saturday nights when we are featuring some new sacred selection, I feel like putting out tubs to catch the tears which I know will be shed in front of our record customers. Such primitive display of emotion used to be an occasion of levity with me, but somehow this elemental mu-

world of culture and beauty which is being shaped in modern America.

Now to an analysis of the business graph. Between the month of June, 1925, and June, 1926, the twelve hectic months of the feverish land speculation, our sales increased 250 per cent and returned to normal again. Had capital been adequate it might have increased 1,000 per cent. By July, 1926, sales had not only returned to normal, but were better than 50



View of Tampa From the Air

per cent off normal. That much of this business was fictitious is evidenced by the fact that the collection curve did not follow the sales curve proportionally.

Also the collection trend has been consistently downward ever since the peak of December, 1925. After hitting bottom in sales in July, 1926, sales took a sharp rise, and by September we all thought Florida had come back. It was this short trade revival that got so many Florida merchants overstocked. We all placed big orders during that one short month of business recovery. After the usual holiday peak business sagged again and has remained sub-normal, with us at least, ever since.

An analysis of our repossession curve shows that losses and cancellations have always been alarmingly large in Florida. We had the problem before the boom, during the boom, and, more than ever, after the boom. This cancellation curve does not show the sharp rise that might be expected, but allowance must be made for a sort of moratorium policy in effect everywhere in the State. If every past due account was canceled, it would be a very different record. As soon as sales recover there will be wholesale repossession from slow accounts, and this curve will show a sharp rise.

During the period covered by the figures submitted our store has retained the same lines, the same organization and the same location. In the Summer of 1926 floor space was doubled by taking in an adjoining store and remodeling and redecorating. Also two modern show windows were built, and three additional demonstration rooms. The peak sales of December, 1925, were effected from a "hole-in-the-wall"



Arthur Smith's Present Store

shop, with limited capital, delivery troubles, embargoes and insufficient sales help. By the time these adverse factors could be corrected the buying was temporarily over.

As to the future outlook in Florida, we confidently predict a business revival this Winter for those who survive. The curve in the submitted graphs is really deceptive in the respect that it is figured on a dollar basis, and the gradual increase in sales is offset by a reduction of prices. Both wholesale and list prices have gradually been reduced during the period of slow recovery, and the practice of meeting "distress" sale competition, in our used instrument department particularly, hurts our sales record. Also there is a national falling off in the appeal of the foot-power player-piano. This failure to interest prospects in the player is our particular pressing problem to face. An important factor is the widespread interest in the portable. In our particular location, unless the player business comes back, we have some painful readjustments to face.

As to Florida in general, contrary to general impression, the State is gaining rapidly in population and wealth, and forging ahead in varied agricultural, industrial and distributing enterprises. This notwithstanding the fact that cattle now roam over the blue-print streets of many of the phantom cities laid out, and I am sorry to say, sold out, during the feverish days of 1925. Florida is right now suffering from a plethora of estates, golf links, sunken gardens, artificial lakes and palaces in general, but hammers are resounding on the outskirts of all the big cities, and workingmen's cottages are going up in inconceivable numbers, to be occupied as soon as the paint is dry. The established centers are growing, maybe at the expense of the small towns, and maybe not, but anyway growing in man power and wealth fast.

Among the working people of our cities the phonograph has no competitor as first choice among musical instruments, and it will hold this place for many, many years to come. If it were not for the maladjustment between rapidly increasing population and more slowly growing industry, we would be selling more phonographs than during 1925. We have never witnessed more general interest in the phonograph and its sister product the record, but unemployment postpones purchasing among many. For the wealthier, more advanced trade, of course, the phonograph must wed the radio, but under present living standards there must always be thousands and thousands content to get their musical programs through the medium of the phonograph alone.

Barrymore Victor Recordings

Two of the most famous speeches in all of Shakespeare were recently selected by John Barrymore for recording by the Victor Talking Machine Co. They are the Soliloquy from "Hamlet," Act II, Scene 2, and the Soliloquy of Richard, Duke of Gloster, from the third part of "Henry VI," Act III, Scene 2.



Arthur Smith's 1925 Store

sic is acquiring more dignity in my eyes lately, as I realize that many of my customers are outside every other pale, unable to read a daily paper, hostile to the theatre and dance hall, and most likely attending some little country church where the music cannot compare with the fine reproduction they hear in our store. A record is this family's only contact with the higher

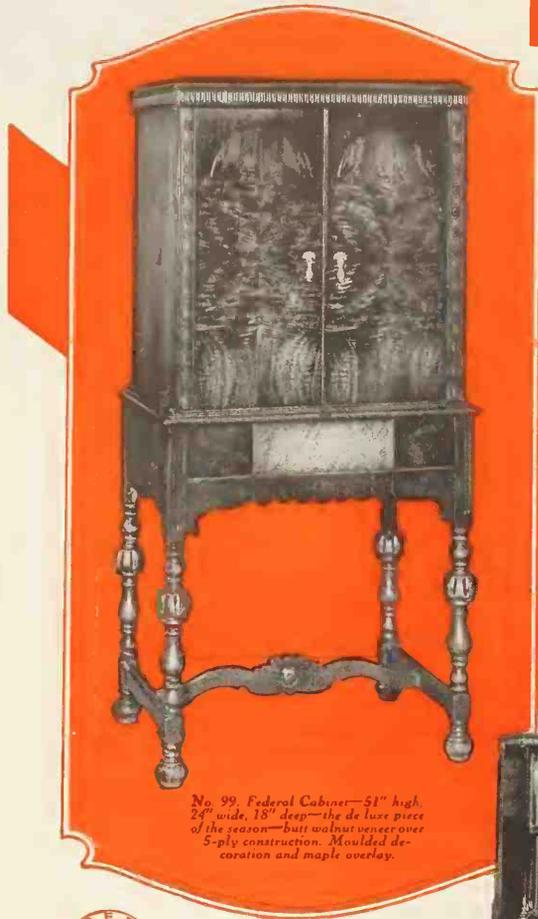
A Revolutionary FEDERAL

See Federal FIRST!

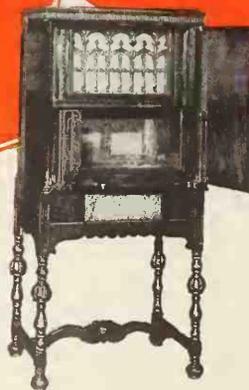
The tremendous financial, manufacturing and marketing resources of Federal Furniture Factories, Inc., have produced a new series of Radio Cabinets that will revolutionize this division of the Radio Industry. Open and closed views of three typical models in this great new series are shown on these pages.

Real artistry of design in every model will make them the most popular cabinets of the 1928 season.

Real craftsmanship in construction guarantees lasting consumer satisfaction.



No. 99. Federal Cabinet—51" high, 24" wide, 18" deep—the de luxe piece of the season—built walnut veneer over 5-ply construction. Moulded decoration and maple overlay.



No. 99. Open. As high-class inside as outside. Beautifully designed grill for speaker unit. Made to accommodate any standard set. Sold with or without RCA 100-A Speaker.

No. 36. Federal Console—31" high, 32" wide, 16 1/2" deep—5-ply construction, matched walnut veneer. Doors made with matched walnut veneer. Double stretcher adds to strength and appearance.



FEDERAL

FEDERAL FURNITURE FACTORIES, Inc.

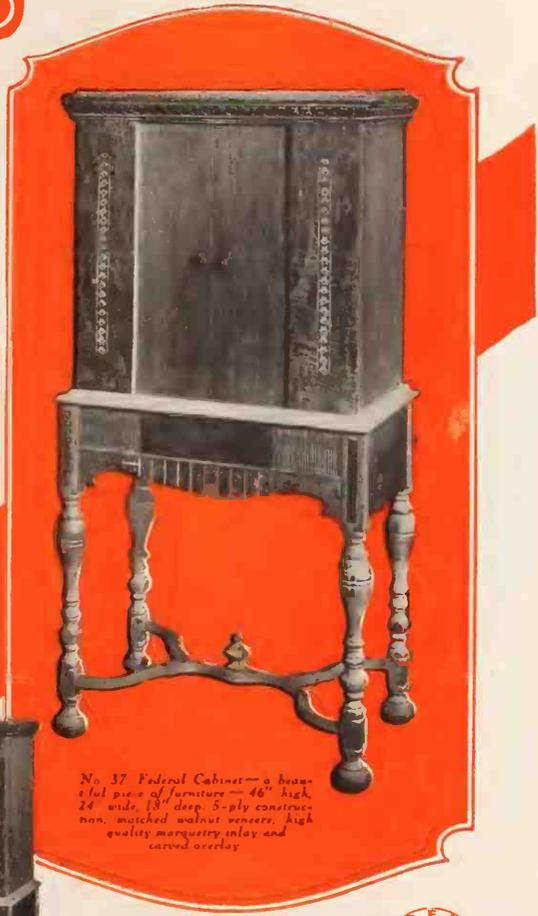
New Series of CABINETS

At Chicago Radio Show!

Perfect acoustical qualities guarantee full reproduction value of any speaker employed. New price levels throughout guarantee tremendous turnover and profits.

All Federal Cabinets are made to accommodate practically every known set, including all of the popular models. Each cabinet is available, equipped with RCA 100-A Speaker if desired.

Be sure to see this complete new Federal Series at the Chicago Radio Show. Come to Booth FF-3.



No. 37. Federal Cabinet—a beautiful piece of furniture—46" high, 24" wide, 18" deep. 5-ply construction, matched walnut veneers, high quality marquetry inlay and carved overlay.

No. 36. Open. A highly practical piece of radio furniture. Very compact. Made to house all standard sets. Grilled speaker compartment built in. Sold with or without RCA 100-A Speaker.



No. 37. Open. Note double sliding doors, which expose speaker grill and receiver dials. Made for all standard-sized sets. Available with or without RCA 100-A Speaker.



CABINETS

206 Lexington Avenue

New York City

Money-Making Suggestions for Ambitious Merchants

Portables and the Vacation Season—An Unusual Use of Records—Abusing the Store-Door Playing Practice—Twenty-seven Victrolas and 5,000 Records Sold to School Board by Atlanta Dealer—Make the Non-selling Employee Produce

With the close of this month the annual legira to the shore and country starts. The railroad stations will be jammed with boys and young men on their way to Summer camps for the entire vacation season. Have you sold them many portable talking machines? Have you tried to? At intervals during the next few months adults who have not the entire Summer season to use in recreation will also depart for their annual vacation? Have you sold them portables and records? Have you tried to, or are you going to try? Many families are now packing to go to their Summer homes from whence the menfolk will commute daily and spend the week-ends enjoying a real rest. Have you sold them any portables? Going to try? Many young folk rent bungalows and cottages for rest and good times on week-ends. They will buy portables if properly approached. Try them!

Record Uses

An interesting newspaper dispatch from Germany recently told how five Communist Reichstag deputies, candidates for re-election, are campaigning with gramophone records because police have warrants for their arrest, charged with sedition. The police hearing the voices of the deputies at a meeting went toward the platform and were embarrassed when they found talking machines in the center holding the attention of the audience. The five deputies distributed complete sets of records all over the country, with individual speeches addressed to various sections. Aside from the unusualness of this item it should point a moral to the talking machine and record dealer. The possibilities of the talking machine and record are practically unlimited. Sales managers and executives of large corporations use them to bring a message to sales meetings; records are used to supply the music for Vitaphone programs and countless other unusual uses have been found for the discs. While these uses do not interest the dealer as they cannot be used to build profits for himself, they should stimulate the trade to take advantage of every legitimate opportunity of putting the products they have to sell before the public. If a record can

hold an audience interested delivering a political talk, how much more effective to hold the same audience with a program of music, rendered by the world's greatest artists. During the next few months the opportunities for demonstration before large crowds will be numerous. Outings, picnics, lawn parties—at small wayside inns, at refreshment stands on motor highways—in each and every one of these places a talking machine has a place. Sell them to the proprietors of public places to entertain and attract customers. Rent or loan them to the moving spirits behind social gatherings. Remember, the more people who hear the instrument, the more prospects will be made.

Use Discretion

Every so often in various cities of the country action is taken by the authorities to suppress the practice of talking machine and radio dealers playing instruments at the store door in such a fashion as to be declared nuisances. At the May meeting of the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut, Irwin Kurtz, president of the Association, stated that he had received several notices from dealers that they had been given summonses from the police because of the practice. He expressed a request that all New York City and surrounding territory dealers moderate store-door playing until a conference, which he is attempting to arrange with the police department, can be held and some definite action taken. While store-door playing has been proven one of the best means of attracting customers in certain localities, especially in stimulating record sales, there can be no doubt but that a great many dealers have abused the practice. Radio broadcast programs are played, amplified to such a degree that they constitute a positive nuisance and annoy and harass residents of the neighborhood or business men attempting to concentrate on their daily affairs. Naturally complaints are registered and the result is that dealers who are innocent of violating the law and who play an instrument so that it can be heard just outside the door or within the lobby which is a part of many stores are haled to court and fined. Some months ago

in these columns such an incident was related when two dealers were fined and ordered to desist the practice of store-door playing. One was flagrantly guilty, the other suffered with him. At that time the writer said: "Use Discretion"—he repeats the same warning again.

Selling Schools

It should not be necessary for anyone to urge the talking machine and radio dealer to cooperate with the public schools in his vicinity, and use every possible effort to sell them instruments and records. In the first place, aside from the profits of the sale, the fact that the instruments will be heard by thousands of children who will in some future day be potential buyers of musical instruments and even at the present, wield a big influence with their parents in the purchase of articles for the home, should move the dealer to make strenuous efforts to secure the school trade. Quite recently a Long Island dealer sold several instruments and a large quantity of records to schools in several townships surrounding his store. For the past several years, Schwartz & Chakrin, of Brooklyn, N. Y., have found the schools to be fertile markets, with the initial sale to the institution having the effect of a stone thrown into a pond causing wider and wider ripples, other sales coming from teachers, pupils and other schools in the neighborhood. Within the past two months Bames, Inc., of Atlanta, Ga., received an order from that city's Board of Education for twenty-seven Orthophonic Victrolas and 5,000 records to be used in the schools of the city. An order to be welcomed by any dealer.

Non-selling Employees

A recent investigation showed that the percentage of non-selling employes in retail music stores ranges all the way from 44 to 66 per cent, depending on the various cities where they are located. When the ratio of music store payrolls to gross annual sales range from 11.5 to 19 per cent, the disorganized management of this section of dealers' activities becomes apparent. There is not a wide enough diversity of conditions or methods confronting the retail music merchant to warrant such discrepancies. They can be traced to but one element, varying degrees of efficiency in management. The non-selling employe is a necessity, but there is no reason why he or she should be entirely non-selling in his or her activities. The contacts which your bookkeeper or stenographer or doorman or truckman has can be made as valuable in increasing sales as those of the floor or outside salesman. Why not take advantage of these contacts?

THE LINE OF PROFIT



PHONOGRAPHS AND RADIO CABINETS

STYLE 21
Genuine Mahogany or Walnut only.



STYLE 17
Genuine Mahogany or Walnut Phonograph only.



STYLE 21-B
Same with both top panels hinged to accommodate Radio Panel.



STYLE 48
Walnut Radio Console. Built-in loud speaker and battery compartment. Accepts 7" x 18" panel.



STYLE 2
Gum Mahogany, Golden or Fumed Oak.



Excel phonographs, radio cabinets and combination instruments have been designed to meet every exacting taste. They are produced in all popular finishes and styles, including Upright, Console and Wall Cabinets—a complete line. Our centrally located factory and excellent shipping facilities insure prompt deliveries and attractive trade prices.

Excel Phonograph Manufacturing Company
402-414 West Erie St., Chicago, Illinois

Columbia

Columbia



BIG

Buys for your customers
and Sales for you

Columbia-Kolster Viva-tonal
The Electric Reproducing Phonograph

"like life itself"

Model 930—List Price \$375.00



Columbia-Kolster Viva-tonal
The Electric Reproducing Phonograph

"like life itself"

Model 901—List Price \$475.00

Columbia Electric Viva-tonal
and
Kolster Radio Combination

"like life itself"

Model 960—List Price \$600.00



Check Columbia for

- Phonographs
- Records
- Service



"Magic Notes"

The Successful dance orchestras Record Exclusively

Paul Whiteman Initial Columbia Recordings are:

Record No. 50070-D 12 in. \$1.00

La Paloma
La Golondrina

Record No. 50068-D 12 in. \$1.00

The Man I Love (*Vocal Refrain*)
My Melancholy Baby
(*Vocal Refrain*)

Record No. 50069-D 12 in. \$1.00

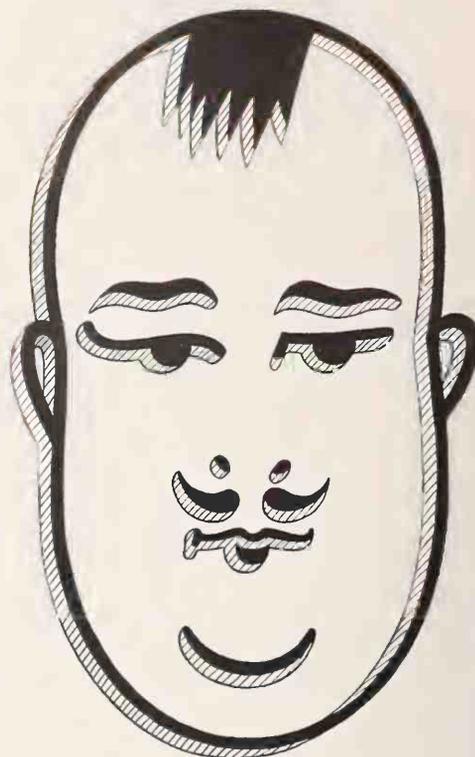
The Merry Widow
My Hero (from "The Chocolate
Soldier") (*Vocal Refrain*) WALTZES

Record No. 1401-D 10 in. 75c

Last Night I Dreamed You Kissed
Me (*Vocal Refrain*)
Evening Star (Help Me Find My
Man) (*Vocal Refrain*) FOX TROTS

Record No. 1402-D 10 in. 75c

C-O-N-S-T-A-N-T-I-N-O-P-L-E
(*Vocal Refrain*)
Get Out and Get Under the Moon
(*Vocal Refrain*) FOX TROTS



PAUL ASH
and His Orchestra



JAN GARBER
and His Orchestra



CHARLES KALEY
and His Orchestra



NORMAN CLARK
and His South Sea Islanders



MAL HALLETT
and His Orchestra



S. C. LANIN
Director, Ipana Troubadours

throughout the years for Columbia



"Magic Notes"



Ted Lewis

Latest Columbia Recordings are:

Record No. 1391-D 10 in. 75c

Oh, Baby! (from "Rain or Shine") (*Incidental Singing by Ted Lewis*)
Start the Band (*Incidental Singing by Ted Lewis*)
Fox Trots—Ted Lewis and His Band

Record No. 1346-D 10 in. 75c

Laugh! Clown! Laugh! (*Incidental Singing by Ted Lewis*) *Waltz.*
Hello Montreal! (*Incidental Singing by Ted Lewis*)
Fox Trot—Ted Lewis and His Band

Record No. 1296-D 10 in. 75c

The Sweetheart of Sigma Chi (*Incidental Singing by Ted Lewis*)
Good Night (*Incidental Singing by Ted Lewis*)
Waltzes—Ted Lewis and His Band

Record No. 1242-D 10 in. 75c

Keep Sweeping the Cobwebs Off the Moon
Fox Trot—Ted Lewis and His Band with Ruth Etting
Away Down South in Heaven (*Incidental Singing by Ted Lewis*)
Fox Trot—Ted Lewis and His Band

Record No. 1313-D 10 in. 75c

Mary Ann (*Incidental Singing by Ted Lewis*)
Cobble-Stones
Fox Trots—Ted Lewis and His Band



GUY LOMBARDO
and His Royal Canadians



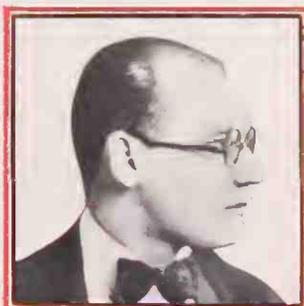
HARRY RESER
Director, Clicquot Club Eskimos



BEN SELVIN
and His Orchestra



LEO REISMAN
and His Orchestra



FRED RICH
and His Hotel Astor Orchestra



PAUL SPECHT
and His Orchestra



Columbia Portables

A Portable for Every Taste and Every Purse



**COLUMBIA-HARMONY
PORTABLE JUNIOR**
List Price—\$15.00

"The Little Giant of Portable Phonographs."



**COLUMBIA-HARMONY PORTABLE
MODEL NO. 2**
List Price—\$25.00

Famed for its sturdy compactness and artistic appearance affording exceptional value.



COLUMBIA VIVA-TONAL PORTABLE
"like life itself"
MODEL NO. 130
List Price—\$30.00

A portable light in weight yet sturdy in construction. Beautifully finished in blue and red, this instrument has a charm as appealing as music itself. Marvelous tonal brilliance and volume.



THE VIVA-TONAL COLUMBIA PORTABLE
"like life itself"
MODEL NO. 161
List Price—\$50.00

The performance of this Viva-tonal Columbia Portable is comparable—both in tone and volume—to the more expensive cabinet phonographs.

Finished in a Baby Alligator Fabrikoid, constructed throughout of the finest materials, this portable is a finished piece of craftsmanship—a companion, of which its owner may well be proud.



Columbia Phonograph Company, 1819 Broadway, New York City

Canada: Columbia Phonograph Company, Ltd., Toronto

Schubert Centennial—Organized by Columbia Phonograph Company

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Cuban Dealer's Unique Record Trade-in Plan Aids Business

Volney L. Held, of Bayate, Oriente, Cuba, Has Evolved Interesting System Whereby Record Customers Secure Rebate on New Records on Returning Former Purchases

EVERY so often there crops up in the trade the question of finding some solution to the problem of disposing of old records in order to stimulate owners of talking machines and phonographs in purchasing recent releases. At the present time there must be millions upon millions of old records that are never used, reposing in the record cabinets of instrument owners. No workable solution has ever been developed which would take these discs out of the possession of their owners to make way for further purchases. Dealers, from time to time, have counseled their customers to donate such records to worthy charities. There are also instances when dealers evolved a record trade-in plan to meet some particular situation. Libraries from which records could be rented as are the books from the present-day circulating libraries have been operated, but there has never been any permanent plan of nation-wide scope. Can a record trade-in plan be worked out which will operate profitably and bring the desired results? The following experience of Volney L. Held, importer and dealer of Bayate, Oriente, Cuba, should prove interesting to dealers who have devoted thought to the record trade-in problem. Mr. Held, who has spent thirty years in the selling game in Latin America, has solved this problem to his own satisfaction and is glad to pass on his information to the readers of The Talking Machine World. Describing his methods, he says:

"On account of duty, etc., seventy-five-cent records retail in Cuba for one dollar each. The dealer's discount from jobbers is 35 per cent. I sell each record at \$1.00 and present each customer with a coupon valued at twenty (20) cents to be used as a credit, provided the record is returned in good condition and a new record purchased within thirty days. Should the customer wait longer than thirty days the trade-in allowance is lessened to 15 per cent or fifteen (15) cents. An allowance of 10 per cent is given on records in good condition purchased in some other dealer's store.

"Here is how the plan works. A customer enters the store and buys two or three records at the regular price of \$1.00 each. He is given a credit slip for twenty (20) cents on each

record. Within thirty days, if he returns the records in good condition, he is allowed the twenty (20) cents allowance per record to apply against the purchase of new records.

"These returned records I classify as to their worth and sell them at prices ranging from 75 cents to 95 cents as used records, thereby getting my money back and a small profit besides. Prices on new records are never reduced.

"I find by this plan that I double my record

Altschul & Jones in Buying Combine

Will Buy Standard Radio Merchandise for Some 200 Eastern Dealers From Local Jobbers and Pay for Purchases

Frederick P. Altschul, who operates a chain of music-radio departments in various cities in the East, and Edward R. Jones, vice-president of the Conway Finance Co., of Boston, have formed a partnership for the purpose of buying standard radio merchandise for approximately 200 stores located in Maryland, Delaware, Pennsylvania, New York, New Jersey, New England States and the District of Columbia. The plan is to establish dealers in the above-named States for standard lines of merchandise which will be purchased from local distributors. Payment for the merchandise will be made by Altschul & Jones. This arrangement permits the jobber to do business with various dealers without having to look up their credit standing.

Altschul & Jones will have a staff of experienced music salesmen who will call on dealers and stay about a day with each dealer, going over his entire business, planning sales, assisting him in collecting his accounts and doing something entirely out of the ordinary in stimulating sales.

sales without price cutting and greatly increase the number of new customers. I do not, however, make the full amount of profit on all sales, as it amounts in some cases to 25 per cent profit instead of the regular 35 per cent. The increase of sales and the bringing into the store of more new customers more than make up the difference. For instance, by this plan I sell 160 records with a profit of 25 per cent where before I sold 100 records at a profit of 35 per cent, showing a balance of five (\$5.00) dollars to the good over the old plan. In addition, the plan builds up the number of customers and keeps them better satisfied, a valuable business asset.

"It might be that selling plans which work out with Latin American people may not prove successful in the United States, but from the above plan dealers in the United States might get some ideas which they could adapt to their advantage."

Mr. Altschul is one of the most successful and widely known dealers in the metropolitan territory. Two of his stores are located in New York City, one at 104 West Forty-second street and the other is the radio department of Baumann & Co., in the Bronx section of New York. In addition, he operates the radio department of Levy Bros., Elizabeth, N. J.; the radio department of the Gimmel Stores Co., Trenton, N. J.; W. B. Moses & Sons' radio department, Washington, D. C., and the A. Eisenberg Co., Inc., radio department, in Baltimore, Md. Talking machines, radio and musical instruments are handled.

Mr. Altschul has been engaged in the business of merchandising musical instruments for more than twenty years and he is thoroughly familiar with every phase of retailing. In recent years his efforts have been centered largely on radio. The formation of Altschul & Jones is something new in the radio field, and under the company's policy it is hoped that retailers will have a broader opportunity to profit through increased sales.

Features the Panatropé

The Emporium, of San Francisco, has been using a Brunswick Panatropé Model P-13 with a powerful amplifier suspended from the great control dome, for the purpose of interesting and entertaining the visiting public.

For the New R.C.A. No. 18 Set

A metal table finished in antique walnut and gold to match the set. An ensemble that will grace any home. The lower shelf can be used for books or other purposes.

List \$55

(Including 100-A Speaker Unit)
(West of Mississippi slightly higher)

Sold only through authorized R.C.A. Dealers

Look us up at the Radio Trade Show—Chicago

Also manufacturers of Metal Console Tables for Atwater Kent, Crosley, Kolster and other standard makes.

Place your order with your jobber

ROBERT FINDLAY
MFG. CO., Inc.
BROOKLYN, N. Y.

Showroom

ALBERT WAHLE CO., Inc.
242 Fifth Ave. - N. Y. City



Findlay Metal Console Table No. 18/100-A
With No. 100-A Speaker Unit
(Patented)
Weight, 42 lbs. Height, overall, 36 ins.

THE INSIDE BACK COVER

OF

This issue of
The WORLD

has a very important message for phonograph manufacturers and dealers.

Read it
Carefully

AMRAD Announces



THE OPERA

This magnificent Console contains the combination Amrad Radio and Phonograph. French renaissance design, period Louis XIV, of richly figured walnut, front panel, legs and stretchers decorated by overlays of hand carved walnut and hand carved ornaments. Dimensions, 56½x32x18½".

The radio is purely electrical house current type, using power tube UX-250 or UX-210. Extremely sensitive and selective, and completely shielded. The Dynamic Power Speaker is R.C.A. 105, and represents the highest achievement in radio tone production, giving both high and low musical notes with full beauty and power. Illuminated dial with bronze escutcheon plate enameled in color, and single dial control. Has finest type of modern electrical phonograph, record compartment, etc. Price \$375, (without tubes). Priced slightly higher West of the Rockies

IT is with unusual pride that we announce to the radio trade this line of *electrical radio receivers* representing the most modern developments, the crest of engineering achievement, and a tone quality that we believe has hitherto been unknown in the industry.

Four console models, the product of America's foremost designers, perfect pieces of modern furniture, each one equipped with a Dynamic Power speaker specially mounted on a baffle board, each one purely electrical in operation—and with a radio chassis produced to obtain the finest possible results under present day broadcasting conditions.

Authorized AMRAD distributors now have sample sets on display, and we urge you to hear them, test them and carefully examine them before determining upon your line-up for 1928.

In the field of fine radio receivers there are few that match the Symphonic Series in appearance—none that surpass it in radio efficiency, and in tone production AMRAD stands alone!

AMRAD models in the Symphonic Series are designed and priced to SELL! They represent extreme value—and will be advertised nationally to ten million consumers. And the prices are astoundingly moderate.

The AMRAD Electrical Chassis uses three stages of radio; detector; two stages of power amplification and two rectifiers—8 tubes in all. Uses power tube UX-210 or UX-250.



J. E. HAHN, President

The Amrad Corporation

Medford Hillside,
Mass.

AMRAD sets are manufactured under license contract between Radio Corporation of America and Crosley Radio Corporation. Licensed under Hazeltine and LaTour experimental and broad-patents issued and pending for radio amateurs, cast reception.

POWEL CROSLY, JR.
Chairman of the Board

The SYMPHONIC Series

NEW DYNAMIC MODELS

Purely Electrical Operation!



THE NOCTURNE

A beautiful Console model of Walnut veneer, with doors of choicest Butt Walnut stock. Finished in the most modern trend. A built-in Dynamic power speaker gives a tone production of marvellous fidelity and rich beauty. The radio is purely electrical house current type, uses power tube UX-250 or UX-210. Specially designed to give utmost selectivity, double shielded and extremely sensitive. Illuminated single dial control, and bronze escutcheon plate enameled in color. Dimensions, 50x30x17". Price \$295. (without tubes).

Priced slightly higher West of the Rockies



THE SONATA

Louis XVI, finished in light walnut with Butt Walnut doors and inside panel. Decorative panels of satinwood and zebra wood add character as well as beauty. A fine piece of furniture for any home, in harmony with modern design.

The inside panel contains a handsome bronze enameled escutcheon plate with illuminated single dial control. The radio is the most modern purely electrical design, using power tube UX-250 or UX-210. Double shielded, extremely sensitive and designed for utmost selectivity, with a full rich tone that has never before been achieved in a Console radio, and is due to the use of the very finest type of Dynamic loud speaker (R.C.A. 105), giving the entire range of the musical scale with exquisite beauty and power. Dimensions, 51½x34x17". Price \$475. (without tubes).

Priced slightly higher West of the Rockies

Special Features

The chassis includes a tone control in the rear of the Chassis, enabling the user to adjust the tone of the receiver to suit his taste, emphasizing either the high or the low notes.

It also has an electrical phonograph pick-up attachment which becomes effective by throwing a small switch, employing the audio amplifying system and electric dynamic speaker for phonographs of any type—giving the full richness and volume of tone, even in the case of small portable phonographs.

One of the outstanding features is that which permits the use of the electrical connection for the receiver (through the lamp socket) as an antenna and ground, in which case neither outdoor or indoor antenna is necessary. Best results, however, can be obtained by use of an outdoor antenna and ground wire. The principal use of the antenna plus-in is in demonstrating the receiver either in the home or in the display room.



THE CONCERTO

This beautifully proportioned cabinet reflects modernistic tendencies in furniture. Finest modernistic tendencies in furniture. Finest veneers are used with top and sides of American walnut and front of diamond matched oriental walnut. Exquisite satinwood border. Doors swing fully back. The decorations are of genuine solid brass in antique finish. Dimensions, 49½x30½x17¾".

The CONCERTO contains the purely electrical Amrad chassis using power tube UX-250 or UX-210. The unique tone quality is achieved by an electric Dynamic power speaker built into the cabinet, with exclusive Amrad construction. It is double shielded and has extreme selectivity and sensitivity. Illuminated single dial control and bronze escutcheon plate enameled in color. Price \$320. (without tubes).

Priced slightly higher West of the Rockies

FREED-EISEMANN

presents
the New

MAGNIFY

WE did two things before we started the wheels going around on this 1928-1929 line: first we found out what our dealers wanted. They said, "One standard chassis. A set which will cut down service. A set which will perform under all electrical conditions in the United States. Light Socket operation, of course. Low price for high value."

Then we went to the public—the people who buy radio sets. We asked the same question: "What do you want in radio?" The answer was "A receiver which will bring in the broadcast even clearer and louder than it is in the studio, so we can tune it down to exact likeness with the music, the speech, the song. Homelike tone. Beauty! *Perfected* electrical operation!"

Then we made it.

Now we present it—the new Freed-Eisemann Magnifying Radio. Just as a magnifying glass makes objects clearer and larger, this magnifying receiver can bring the broadcast into the home clearer and louder than it is in the studio. This is the same reserve power that makes a man love to drive a powerful car; he doesn't always need the power—but it is there when he wants it.

The magnification without distortion rests primarily on an entirely new and differently designed audio system. *No* other set has it.

Freed-Eisemann, steadily becoming more successful during the past years, now starts its greatest season. Insure your profits by handling a line backed by years of *Electric* set manufacturing. We have been building radio sets since broadcasting began. Join with us for success.

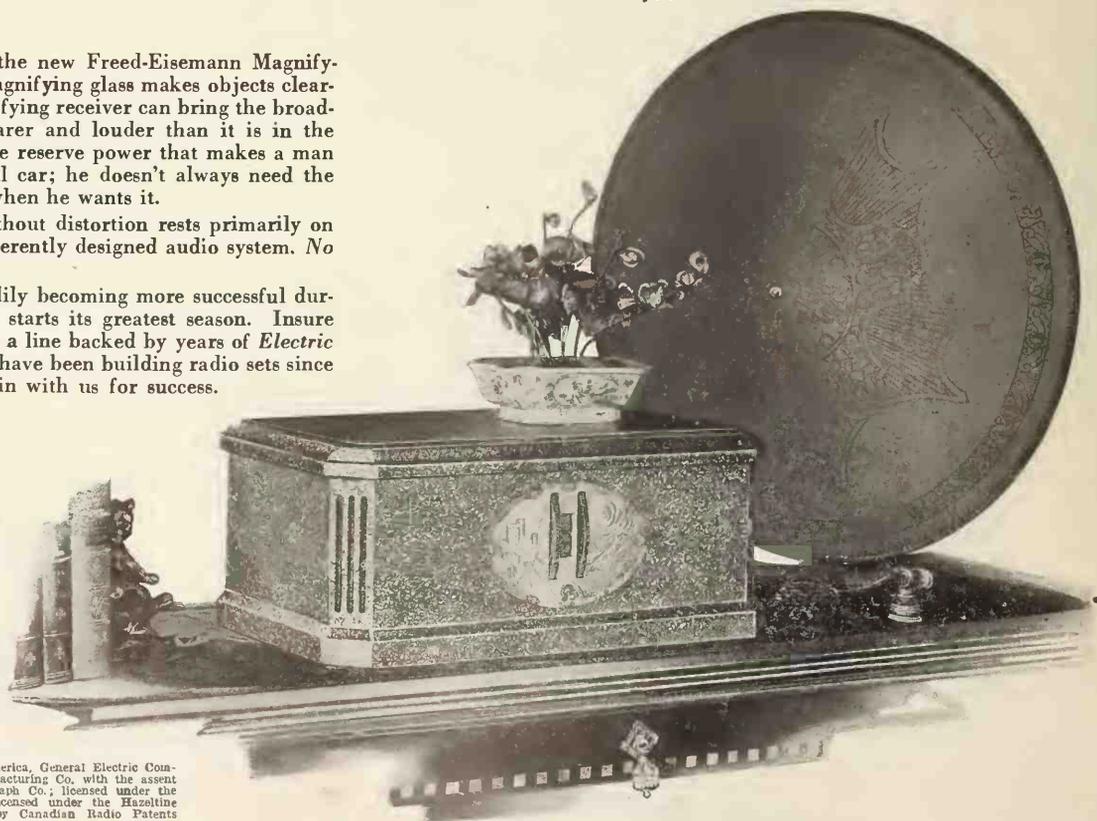
\$125⁰⁰

list, without tubes
or speaker

Prices higher west
of the Rockies

The Perfected Electric Radio!

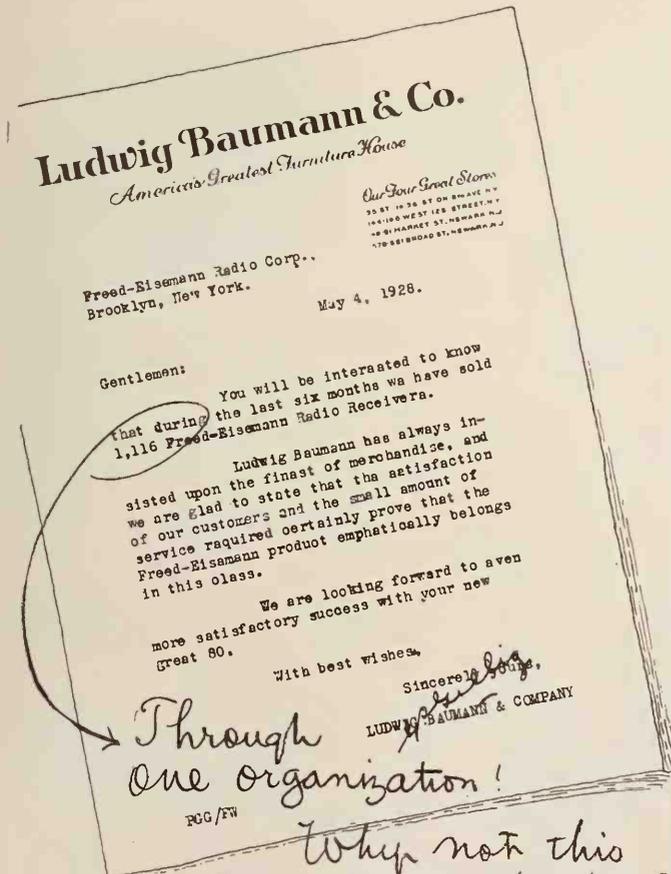
Below is shown the Freed-Eisemann Great Eighty (Model NR80) in hammered silver effect metal chest. A magnificent 8 tube (7 and rectifier) neutrodyne receiver, with 4 tuning condensers under single control; illuminated dial; three stages tuned radio frequency; two stages audio frequency; output transformer supplementing audio stages; matched coil inductances; fully neutralized radio stages; individual copper compartments for each coil. Made in models for either Direct or Alternating house current, 25, 40, 50 or 60 cycle.



licensed by Radio Corporation of America, General Electric Company, Westinghouse Electric & Manufacturing Co. with the assent of the American Telephone & Telegraph Co.; licensed under the patents of Marius C. A. Latour; licensed under the Hazeltine Neutrodyne patents; and licensed by Canadian Radio Patents Limited.

YINING

Clear Tone Radio



FREED-EISEMANN makes it easy for dealers this year with one standard chassis only, modified for operation on DC and AC current or for operation with the great new Dynamic Speaker. The set is adaptable for table or console housing. Easy to sell: easy to service (if it ever needs it). The line also includes magnetic and cone speakers.

We are going to make this a Freed-Eisemann year in radio with the finest job we have ever turned out, at an easy selling price, backed by advertising and plenty of it. See the Great Eighty at Chicago, Booths 94 and 95. Demonstration Room 512—offices 1800-1801-1801A, Stevens Hotel. Coupon below will bring you the details of our proposition to distributors and dealers, which is based on our knowing that our success rests on making it possible for our distributing organization to make money. If you agree with this idea, send the coupon.

TMW-2

FREED-EISEMANN RADIO CORPORATION,
 Junius St. and Liberty Ave., Brooklyn, N. Y.

Something new at last in Radio! I'm willing to be shown. Send me your proposition!

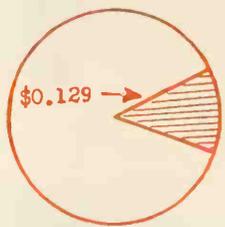
Name

Address

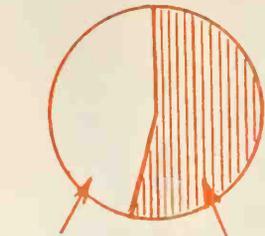
Coupon, please!

Do You Know Your Costs of Operation?

Where the Retailer's Money Goes— Importance of Cost Finding



Relation of store wages to sales dollar



Employee not engaged in selling, 46% Employee engaged in selling, 54%

ACCURATE cost finding is one of the most important functions of management, whether in connection with a large manufacturing organization or a retail store. The retailer to-day, faced with keen competition as he is, price cutting, small down payments, long term contracts, service and other factors that endanger his profits, must know exactly where he stands financially. He must know the costs of his various departments. Certain knowledge of whether his sales methods are profitable is essential. He must know which departments of his business are profitable and which ones are failing to produce. Armed with this information the management can take the necessary steps to place every phase of the business on a basis that means a satisfactory return on the investment. Lack of this data often is the forerunner of failure. The importance of knowing costs cannot be overestimated.

Where does the money go? That is a question every dealer should answer as accurately as possible. How is the difference between the purchase price of an article and the few per cent net profit distributed? What portion of each dollar of gross income goes for salaries, delivery, service, advertising, rent, depreciation, financing and carrying trade-ins? If you know this you have the basic knowledge for analysis of your business to the end that successful operation can be attained and steps can be taken to obtain maximum profit on the investment.

The Science of Retailing

In the foreword to "Analyzing Retail Selling Costs," by G. E. Bittner, of the United States Department of Commerce, Frank M. Surface, assistant director in charge of Domestic Commerce, points out that:

"Retailing is becoming more and more a science. To conduct his business successfully, the retailer is required to know how to buy, where to buy and when to buy, to meet the exacting requirements of his community. If he overbuys, he will build up large inventories to absorb an undue proportion of his operating capital, and to this large stock of slow-moving merchandise will accrue an accumulating burden of rent, insurance, interest, taxes, depreciation, obsolescence and other items of overhead costs. If he buys stock that is not suitable to the requirements of his customers he will accumulate an inventory from which he can not hope to recover his entire investment. On the other hand, if he buys an insufficient quantity to satisfy the demand, he will lose sales and disappoint customers. He may retard his stock turnover by carrying an excessive number of very similar items.

"In his buying the successful retailer recog-

nizes his function to be that of serving his community as a purchasing agent. He anticipates his customers' requirements as to kind, quantity and price range. Having intelligently purchased stock to meet the requirements of his customers, he then faces the necessity of displaying his merchandise in a manner that will attract the attention and arouse the interest of the patrons of his store. Thereafter, comes the test of his entire operation—that of selling his merchandise in a manner most acceptable to his customers with the minimum of an unnecessary cost of service."

The above paragraphs might have been written especially for the talking machine and radio dealer. They contain food for thought. The analysis itself deals with the cost of selling commodities over the retail counter, treating the salaries and wages paid the sales person with the time of the sales person and the commodity sold. The study indicates certain deficiencies and possibly unnecessary wastes. For example, the fact was brought to light that the sales person is idle about one-third of each day. Add to the idle time the time devoted to the care of stock and one-half of the day is accounted for. Also it was discovered that certain items are costing more to sell than others. These are all important considerations and might apply to any retail establishment.

Average Overhead Figures

A survey of overhead costs conducted by The Talking Machine World some time ago brought to light some interesting facts regarding costs in stores handling talking machines and radio sets and accessories. Among the smaller establishments, and even in some of the larger ones, lack of adequate cost-finding systems was made apparent from study of the answers received in response to questionnaires.

The average overhead for talking machine and radio departments totaled 30 per cent, divided as follows: Salaries, 13 per cent; delivery, 2 per cent; service, 3 per cent; advertising, 6 per cent; rent, 4 per cent; depreciation, 1 per cent; financing and carrying charge, 1 per cent. It must be remembered that these figures are average. Individual concerns may run a considerably higher overhead or perhaps less, depending on efficiency of operation.

It is interesting to note in Mr. Bittner's analysis of the relation of retail store wages to the sales dollar that salaries of retail store employees are 12.9 per cent (see illustration at top of page) as compared with the figure obtained by The Talking Machine World in its survey of 13 per cent. In a recent survey of the ratio of retail music store payrolls to gross sales a wide difference was found in salary overhead in different cities. In Syracuse this item of costs totaled only 11.5 per cent; Seattle, 13.21 per cent; Denver, 14.75 per cent; Oakland, 15 per cent; San Francisco, 15 per cent; Chicago, 17 per cent; Baltimore, 18.84 per cent, and in Kansas City 19 per cent. The average in 90,000 stores in fourteen cities, including all

lines, as mentioned before, was 12.9 per cent.

Another interesting point developed in the survey of general retail stores is that only 54 per cent of employees are engaged in selling activities, 46 per cent being engaged in other work not directly concerned with producing profits. The 54 per cent of retail sales people do not spend their entire time selling, however. According to the survey only 42 per cent of the time is spent in making sales; idleness takes up 33 per cent of the day; stock care, 17 per cent, and interviews 8 per cent.

What does all this mean, especially to the talking machine dealer? It means that his business, being similar to other retail enterprises and included in these surveys can be improved. There is the idle time of sales people, for example. Cut down this form of waste by reducing idle time and production increases and profits increase in direct ratio. Also there is no valid reason why the non-selling employees in the store should not contribute, no matter in how small a way, to the sale of merchandise. Some concerns recognize this fact and several of the largest retail music establishments in the country have instilled in their non-selling employees the desire to sell by offering bonuses and commissions on sales made by or through these individuals. The volume of business derived in this way may not be large over a period of a month, but at the end of a year these sales may make all the difference between a profitable turnover and a loss. The bookkeeper, the delivery man and the service man all can and should be interested in the sales end of the business. The service man, especially, has been found an excellent source of business.

These are days of small net profits and the dealer must shave overhead wherever possible and increase turnover by more efficient methods of operation.



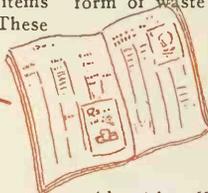
Salaries 13%



Delivery 2%



Service 3%



Advertising 6%



Rent, Etc., 4%



Depreciation 1%



Financing and Carrying Charge 1%

When you hear Operadio, instantly — you know it's better! The tone values are all there.



The "New Senior"

Better than ever. Added refinements in appearance and finish will make this model more popular than ever. Weight materially reduced. \$25.00

The "Junior"

New finish—lighter weight. One of the greatest values at \$15.00.

A complete line ranging in price from \$15.00 to \$250.00, including Dynamic models in cabinets. All Cabinet models supplied with or without the new Operadio Super Power Amplifier.

The Bloc-type has established itself as an entirely new, different and better kind of Speaker. Stonite, the inert material of which the tone chambers are made, prohibits distortion and wave absorption. It has at last made possible radio recreation supreme in musical beauty—an accurate reproduction over the wide range of musical sounds.

Prices slightly higher west of the Rockies and in Canada.

ANNOUNCING

new!

new

new!

The!



WESTMINSTER

OPERADIO SPEAKER

\$35.00

MODERN! Beautiful! The last word in speakers for use in the home. Operates efficiently with any set—A.C. or D.C.—regardless of design. The new Westminster Model will be on demonstration at the R. M. A. Trade Show. See it—Hear it—Don't miss it!

SUITE 705, STEVENS HOTEL

Manufacturers OPERADIO MFG. CO. Dept. T St. Charles, Ill.

OPERADIO BLOC TYPE SPEAKERS (PATENTED)

Sales Department THE ZINKE CO. 1323 S. Michigan Chicago, Ill.

Profit Winning Sales Wrinkles

"Two Black Crows" Dialogue in Display—Ivan E. Meyers, Edison Dealer, Believes in Telling the World—Kieselhorst Appeals to the Chinese Trade—Clever Lighting Arrangement Aids Display

One of the most successful methods of stimulating record sales is that of effecting a tie-up with visiting recording artists and cashing in



on their popularity with customers who have been among the audiences during the local engagement. An example of this can be illustrated by the experience of the phonograph department of the Jones Store, Kansas City, Mo., which, during the appearance of Moran and Mack with Earl Carroll's "Vanities," made an effective tie-up by means of a record display. In one corner of the window a miniature theatre stage was erected with the figures of the "Two Black Crows" in the foreground. A continuous conversation between the two black-faced comedians was flashed across the screen by a motor sign arrangement. A Columbia Viva-tonal phonograph and a number of "Black Crow" records completed the display. Officials of the Jones establishment reported this window to be one of the most effective that they ever had, with an amused crowd before it most of the day and night.

Billboard on Wheels

Although situated in Leroy, Minn., which has a population of only 700, Ivan E. Meyers, Edison dealer, uses methods that are as aggressive and up-to-date as those of dealers in the key cities of the country. Mr. Meyers is a firm believer in keeping the name of his store and

the Edison products constantly before the eyes of the buying public. His latest stunt was to decorate a motor car in such a fashion that it is a billboard on wheels, as can be readily seen from the illustration. It is painted snow-white, and all four sides are reminders of Edison phonographs and records. The "billboard on wheels" is seen all over town and for many miles about. When the local high school engages in baseball games or similar sports, Mr. Meyers has one of the students take the circus car to the grounds with a table model Edison record for the entertainment of those attending the game. School dances have also proved to be fertile fields for demonstrating the instrument and records. Renting instruments with the latest records for special occasions and to the Oak Dale Amusement Park on Sundays



is another method which Mr. Meyers has found profitable and a means of interesting more people in his line.

A Chinese Circular

Miss Helen Moore, manager of the record department of the Kieselhorst Piano Co., St. Louis, Mo., overlooks no opportunity to increase the clientele of the store and to render every possible service to customers. The store has a number of Chinese customers, and Miss Moore decided to send a circular let-

ter to them and to other Chinese in the city in order to increase the sale of Chinese records. She had one of her Chinese customers lay off "Spotting-up" laundry tickets long enough to get up a special letter in Chinese characters to send the Kieselhorst message to the Orien-

KIESELHORST
PIANO COMPANY
1007 OLIVE ST. SAINT LOUIS
CENTRAL 4200



紀市可琴公司啟

本店常有狗仔嘜超等大小留聲機器及唱碟發售華友光顧特別歡迎款下期本行向司理人唐市士候商可也

1007 Olive St.
St. Louis

tals. The text of the letter, which is reproduced herewith, is translated by Miss Moore as follows: "Come here for your Chinese records and Victrolas. Time payments. Complete stock carried here. Kieselhorst Piano Co. Ask for Miss Moore."

Light in Display

One of the factors which plays a large part in the attractiveness and effectiveness of a window display is that of the lighting arrangement. The use of a spotlight to call attention to an instrument or a certain feature of an instrument, indirect lighting, the use of colored lights to arrest the eye—all these play their part in helping "make or unmake" a display.



The accompanying photograph is that of a window display of Stanley Hubbard, Stromberg-Carlson dealer of Riverside, N. J. This display is unusually attractive, although simplicity is its keynote. A great part of the window's distinction lies in the unusual method of lighting. One large and powerful electric bulb was placed behind the center window card, casting its light on the Stromberg-Carlson receiver and cone speaker, illuminating the other window card without any glare to detract from the scene, and producing an effect bound to attract attention.

Tie Up With Radio

During the past month one of the largest talking machine record manufacturers called the attention of its dealers to two national broadcasts of its artists over wide networks on commercial hours. Dealers should not find it necessary to have their attention called to the sales possibilities offered by broadcasts of this nature. Read the programs and use them.

The Bentonville Music Store has been opened in the Meteor Theatre Building, Bentonville, Kan. Phonographs, records and sheet music are handled.

The Silver Electro-plated Needle

THE HUMAN VOICE

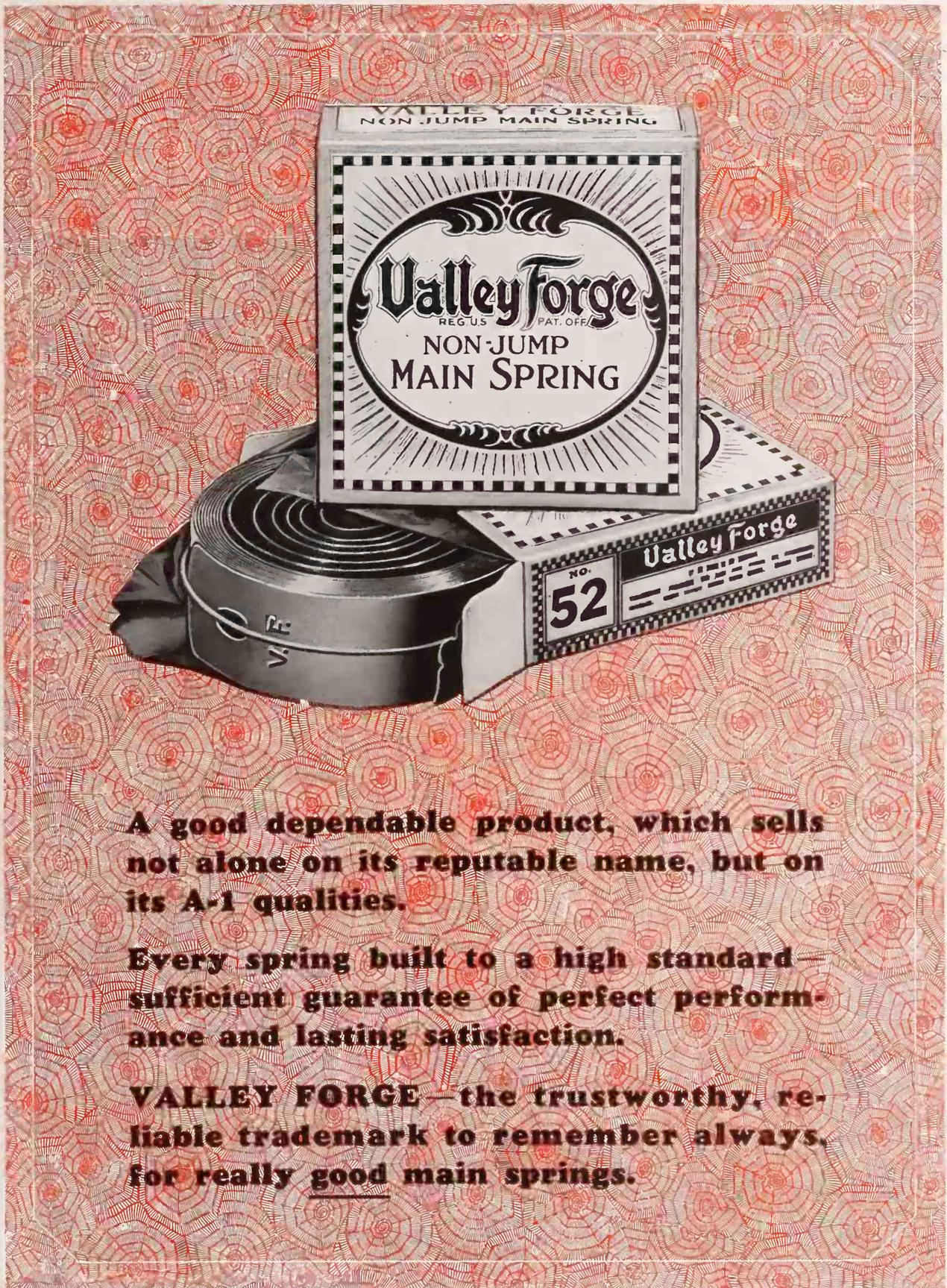
Especially adapted for electrically recorded records

Attractive prices for jobbers

WALL-KANE NEEDLE MFG. CO., Inc.

3922—14th Avenue, Brooklyn, N. Y.

Wall-Kane, Jazz, Concert, Best Tone, and Petmecky Phonograph Needles.



A good dependable product, which sells not alone on its reputable name, but on its A-1 qualities.

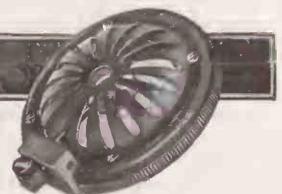
Every spring built to a high standard—sufficient guarantee of perfect performance and lasting satisfaction.

VALLEY FORGE—the trustworthy, reliable trademark to remember always, for really good main springs.



J.A.FISCHER COMPANY

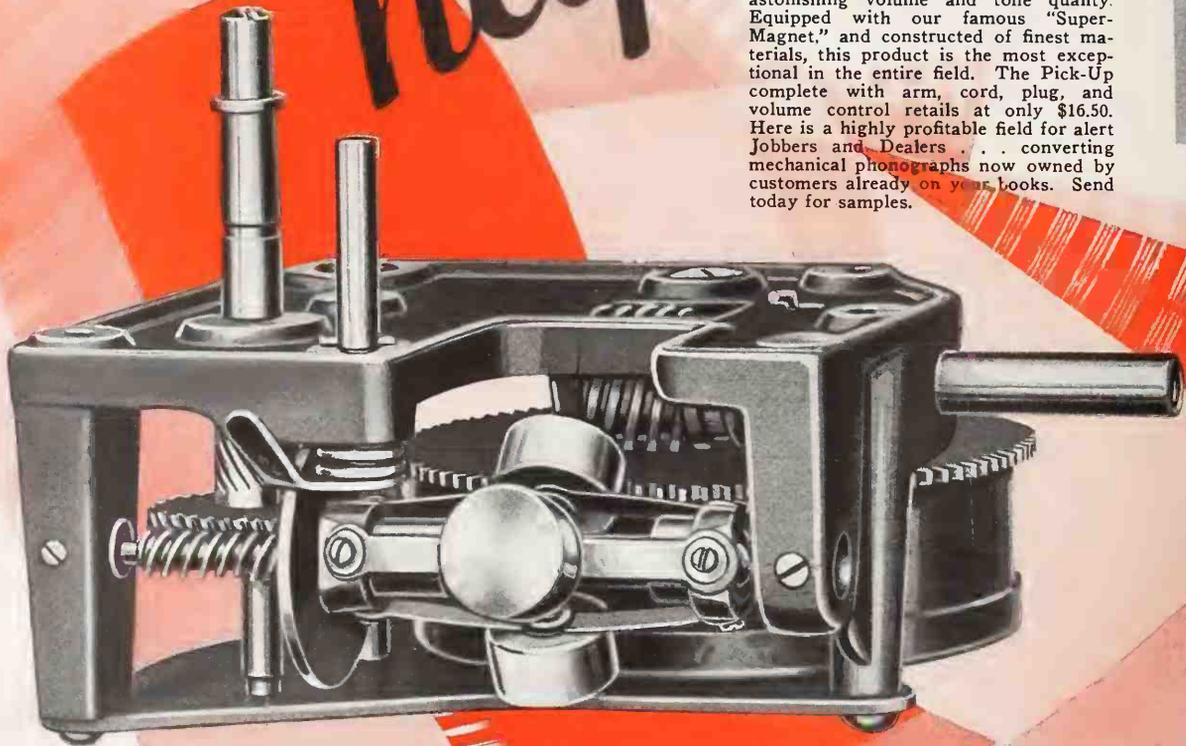
PHILADELPHIA · U.S.A.



THIS MOTOR

helps you -

The United Pick-Up brings *electrical reproduction* to any phonograph with astonishing volume and tone quality. Equipped with our famous "Super-Magnet," and constructed of finest materials, this product is the most exceptional in the entire field. The Pick-Up complete with arm, cord, plug, and volume control retails at only \$16.50. Here is a highly profitable field for alert Jobbers and Dealers . . . converting mechanical phonographs now owned by customers already on your books. Send today for samples.



The most exclusive motor for portable phonographs—United No. 2. It gives silent power and positive, uniform speed. It is sturdy, strong-pulling, sure and is equipped with an easy, noiseless, worm-gear wind usually found only in more expensive cabinet motors. Designed and built exclusively for portables, it is the one modern motor for the purpose.

UNITED

(PHONOGRAPH DIVISION)

UNITED AIR CLEANER COMPANY

sell portables

DEALERS know that the finest performance guarantee they can offer their trade is . . . *Equipped with United Motor.*

This is particularly true in selling portables, as the motor is the most expensive unit in the machine and therefore expected to be the most efficient.

Better portables today are *United equipped* for the manufacturer has come to realize that United No. 2 helps the Dealer in his selling. It means something to say "The motor in this portable gives you strong, silent, lasting power, at uniform running speed which is absolute." The dealer has *more value to sell* in portables, United equipped.

We will be glad to send samples and quotations to recognized Manufacturers and Jobbers so that they may actually see how United Motors give the utmost in reliability and lasting business to their Dealers.



The famous United No. 5 motor for cabinet machines. A high quality product reasonably priced. More than 150,000 cabinet phonographs were equipped during 1927 with this efficient, smooth-running, silent motor . . . proven value!

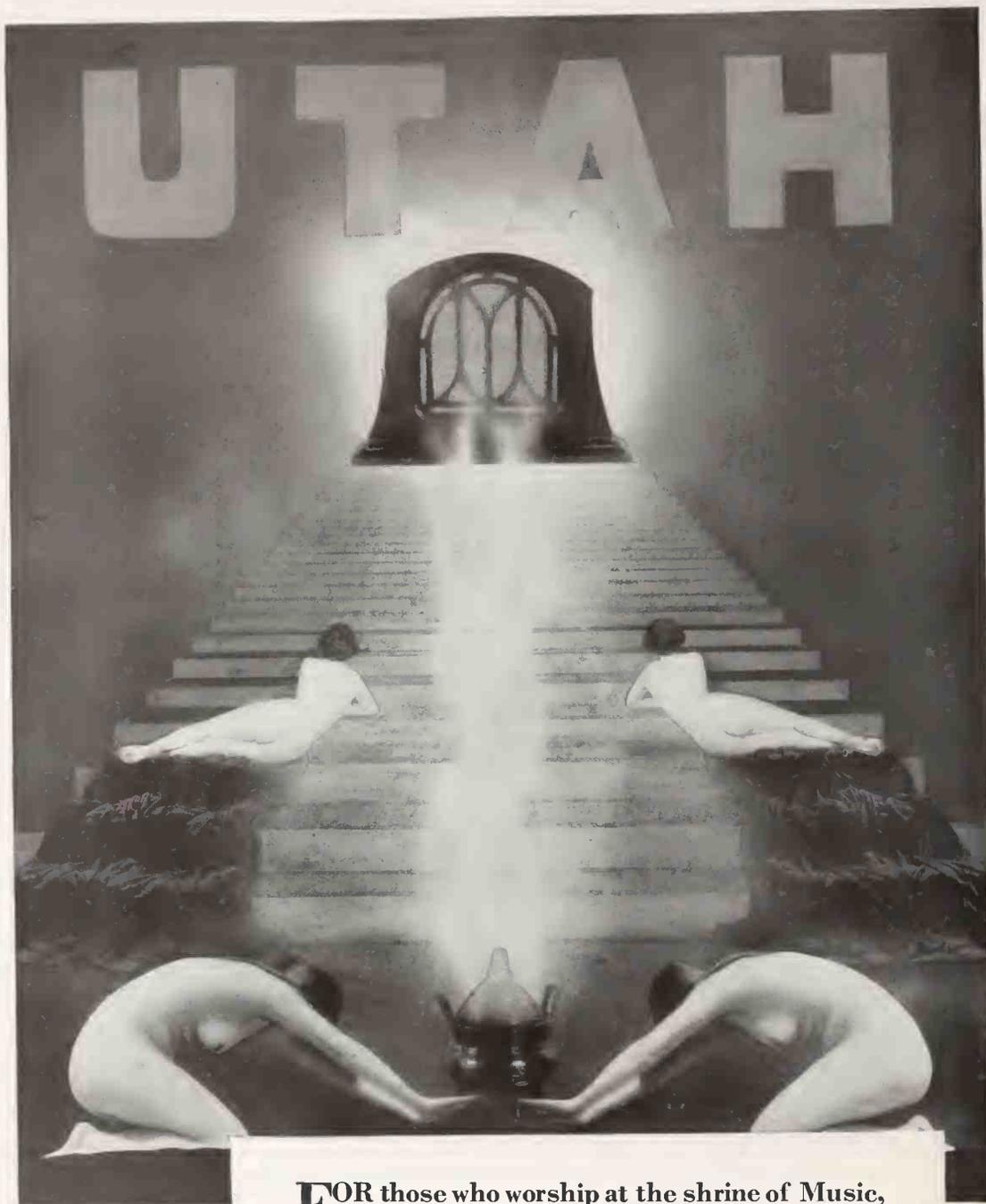
United Motors are designed and built in this modern plant. The product of trained specialists who know phonograph motors.



MOTORS

(PHONOGRAPH DIVISION)

9705 Cottage Grove Avenue, Chicago, Illinois



See UTAH at the
R. M. A.
TRADE SHOW
BOOTH B96
Stevens Hotel · Chicago

FOR those who worship at the shrine of Music,
there is only one perfect reproduction—the
Utah. A single demonstration will convince you
of its superiorities over ordinary reproducers!

There is a Utah to meet every requirement of

WE ARE MANUFACTURERS NOT ASSEMBLERS

UTAH

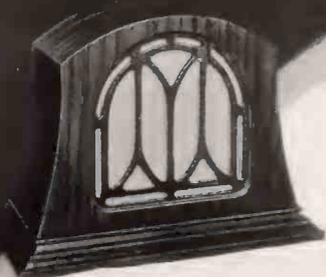
Father of all Speakers



Type X26
\$26⁰⁰

The new Italian Renaissance mahogany carved wood cabinet speaker equipped with Utah power motor.

All Utah speakers use this "patented" Utah power motor. The Utah model is not guaranteed for days but always.



Type X30—\$30⁰⁰

Beautiful genuine brown mahogany cabinet speaker equipped with Utah power motor. One of Utah's leading new creations.



Nature-like voice coil an exclusive Utah feature.



Type X35
\$35⁰⁰



Model 18
\$18⁰⁰

equipped with magnet cone unit.

purse or taste, each beautifully designed and a real value in its own classification. Stock the complete Utah line and you can fulfill every demand in up-to-date radio reproduction.

UTAH RADIO PRODUCTS COMPANY
1615 South Michigan Avenue . . . Chicago

See!
UTAH'S complete
line of . . .
**DYNAMIC
SPEAKERS**

Utah is licensed under Lektophone patents. Utah Dynola Power Speakers licensed under Magnavox patents

**KEEP OLD FRIENDS
ONES WITH**



PLAMINICO.

AND MAKE NEW **PALS**



Plaza
PAL Always Leads

Feature PAL Portable Phonographs
—Display them—Advertise them—
There is no surer way of making en-
thusiastic customers for your store.

Sell your customers **QUALITY!**

Sell them **RELIABILITY!**

Sell them **PERFORMANCE!**

Then, instead of giving portables
away, you can sell at a **PROFIT!**

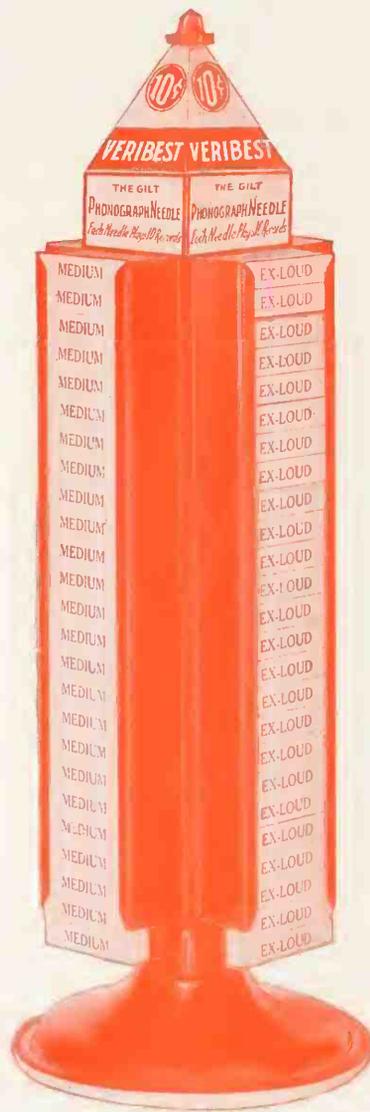
Order samples from your jobber or
write to us for jobber's address.

10 WEST 20th ST. N.Y.

Sell More Phonograph Needles

Feature "VERIBEST" Gilt Ten-Play Needles

Unusually fine needles put up in attractively colored boxes and displayed in this metal revolving stand. They sell themselves—quickly and profitably!



Send to your jobber or direct to us for a sample unit — the whole thing costs you only \$5.50 (including stand) — and refills of 100 boxes are only \$4.50 — *Your Profit is 100%!*

Plaza Music Co., 10 West 20th St., N. Y.

NOTE: Headquarters for every type of Phonograph Needle. Write for prices.

Last-Minute News of the Trade

Edison Combines With Splitdorf-Bethlehem, Entering Radio Field

Pioneer Manufacturing Concerns Will Jointly Manufacture and Sell Radio Equipment and Electric Phonographs—Will Retain Separate Identities and Financial Status

A distinct sensation was created in phonograph and radio circles through the announce-



Charles Edison

ment that Thos. A. Edison, Inc., had finally entered the radio field as the result of the formation of a combination with the Splitdorf-

Bethlehem Electric Co., prominent maker of radio apparatus for the joint manufacture and



Arthur L. Walsh

sale of radio equipment and electric phonographs. The move is regarded as having par-

(Continued on page 150)

Distributors Attend Annual All-American Mohawk Convention

Two-day Sessions Held at Hotel Stevens on June 8 and 9—National Distribution Greatly Strengthened Since Consolidation—New Wholesalers Recently Appointed

CHICAGO, ILL., June 8.—Distributors' representatives from all sections of the country, numbering about sixty, are gathering in Chicago as the June issue of The Talking Machine World goes to press, for the annual distributors' convention of the All-American Mohawk Corp., radio receiver manufacturer of this city. The business sessions of the two-day meeting will be held at the Hotel Stevens, on June 8 and 9, two days before the opening of the Radio Trade Show at that hotel. Otto N. Frankfort, vice-president in charge of sales of the All-American Mohawk Corp., returned a few days ago from an extended trip, during which he visited many of the firm's distributors in the West and on the Pacific Coast, and will be on hand to swing the gavel when the first business session of the convention is called to order.

The new line of radio receivers developed by the All-American Mohawk Corp. will be revealed in full during the convention for the distributors' inspection, and the event will be climaxed by a banquet on Saturday evening at the Hotel Stevens.

Since the announcement of its consolidation two months ago, the All-American Mohawk Corp. has greatly strengthened its national distribution, adding to its list several new distributors of prominence and standing throughout the country. Among these distributors are W. M. Dutton & Sons Co., Hastings, Neb.; Gra Motor Supply Co., Sioux

Falls, S. D.; Lucker Sales Co., Minneapolis, Minn.; Philadelphia Motor Accessories Co., Philadelphia, Pa.; the Tovan Electric Co., Cincinnati, O.; Michael Ert, Inc., Milwaukee, Wis., and P. J. Cronin Co., Portland, Ore.

A large number of distributors have been reappointed to handle the All-American Mohawk Corp. line of radio receivers in their respective territories, including American Phonograph Co., Albany, N. Y.; Automotive Electric Co., Sioux City, Ia.; Blackman Distributing Co., New York City; the Columbia Stores Co., Salt Lake City, Utah; Cycle & Auto Supply Co., Buffalo, N. Y.; Darling Auto Supply Co., Auburn, Me.; Excelsior Auto & Battery Co., Harrisburg, Pa.; Federal Radio & Electric Co., Paterson, N. J.; French Nestor Co., Jacksonville, Fla.; Heat & Power Supply Co., Toledo, O.; Listenwalter & Gough, Inc., of San Francisco and Los Angeles; Louisville Auto Supply, Louisville, Ky.; National Radio & Auto Supply Co., Cedar Rapids, Ia.; Northeastern Radio, Inc., Boston, Mass.; Onondaga Auto Supply Co., Syracuse, N. Y.; Plymouth Electric Co., New Haven, Conn.; Smith Bros. Hardware Co., Columbus, O.; B. W. Smith, Inc., Cleveland, O.; Talking Machine Co., Inc., Birmingham, Ala.; Waite Auto Supply Co., Providence, R. I.; Washington Auto Supply Co., Washington, Ill.; Higgenbotham Perlstone Hardware Co., Dallas, Tex., and the Roberts Empire Electric Co., of Houston, Tex.

Victor Distributors Hear Plans for 1928

New Line of Victor Models Viewed by More Than 200 Jobbers, Members of Their Staffs and Victor Sales Forces

CAMDEN, N. J., June 2.—More than two hundred guests, including Victor distributors, members of their staffs and of the Victor sales forces, who gathered in Camden this week to view the new line of Victor instruments and hear plans for the balance of the year, were entertained at dinner on Thursday evening at Green Hill Farms, Overbrook, by the Victor Company. E. E. Shumaker, president of the Victor Company, presided. The principal speaker of the evening was H. W. Prentis, Jr., vice-president of the Armstrong Cork Co. Entertainment was furnished by the Victor Concert Orchestra, with Rosario Bourdon conducting; Jimmie Rodgers, Victor's "Blue Yodeler"; the Revelers, and Walter O'Keefe, a new Victor comedian.

The distributors' meeting, which lasted two days, will be followed by a conference of record sales people who are coming from all sections of the country.

RCA Announces Changes in Staff

Quinton Adams, formerly manager of the Radiola division of the Radio Corp. of America, has been appointed manager of a new major sales division to be known as the Engineering Products Division, which will handle the sale of broadcasting stations, special apparatus and various sales contracts of the Radio Corp.

Other changes in the general sales and district offices of the RCA, announced by J. L. Ray, general sales manager, are as follows: E. A. Nicholas, formerly district sales manager at New York, becomes manager of the Radiola division; A. R. Beyer, formerly assistant district sales manager at Chicago, becomes district sales manager at New York, and D. A. Lewis becomes assistant district sales manager of the Chicago territory.

Allen-Hough Mfg. Co. to Sponsor Broadcasts

RACINE, WIS., June 1.—Don T. Allen, president of the Allen-Hough Mfg. Co., of this city, announced this week that arrangements had been consummated whereby his company would sponsor radio broadcasting every Friday evening over station WBBM, of Chicago. This broadcasting will feature the well-known line of Allen portables and the Allen electrical pick-up and represents one of the features in the company's extensive advertising program.

Sparton Jobbers in Three-Day Conclave

As The Talking Machine World goes to press, distributors of the Sparks-Withington Co., maker of Sparton receivers, are gathering at Jackson, Mich., the headquarters of the firm, for a three-day convention and sales meeting on June 6, 7 and 8, and an exclusive pre-showing of the 1928 Sparton radio products. Details of the convention will appear in the July issue of The World.



STUDNER BROTHERS



“WELCOME” you and your associates most cordially to view what they believe is one of the most outstanding and distinguished exhibitions of the show — executed in the “modern manner” at the Second RMA Trade Show, Stevens Hotel, Chicago, June 11 to 15.

Visit Our Displays

Superior Cabinet Co.

Muskegon, Mich.

Booth No. 112-113

S. Karpen & Bros.

New York

Chicago

Michigan City

Los Angeles

Booth No. 136

Buckeye Mfg. Co.

Springfield, Ohio

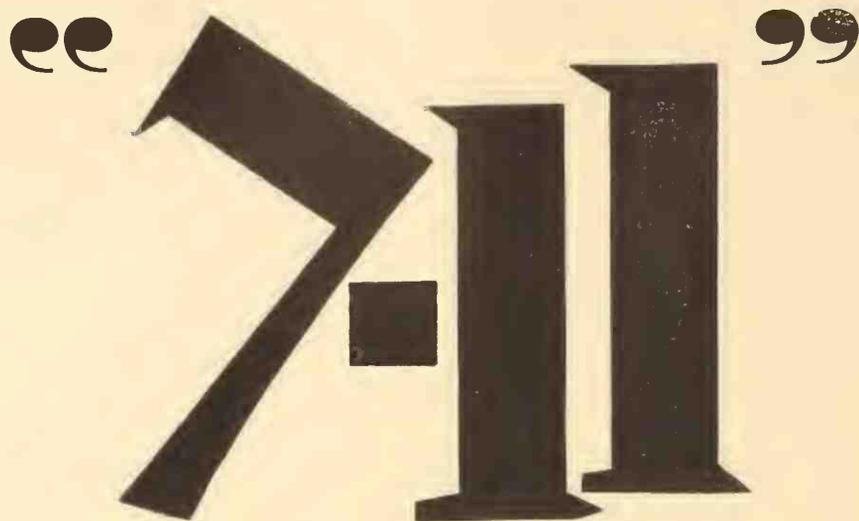
Booth No. 114

STUDNER BROTHERS., INC.

A national sales and merchandising organization

New York City
67 West 44th St.

Chicago
28 East Jackson Blvd.



**is going to be a
LUCKY NUMBER
for Victor Dealers**

YOU'LL know why the first time you see this new Victor instrument. Everything a radio fan and a record enthusiast could want in a combination model is here. At a price so reasonable that instantly the customer knows he is getting a genuine bargain. Read over this big list of features:

- A genuine Victrola with Orthophonic-type Sound-box
 - Radiola 18, RCA's improved model of the popular "17"
 - A built-in Speaker
 - An all-electric radio. Just plug in and play
 - Four record albums, fully bound in buckram, with backs decorated with gold stamping and highly colored labels
 - A beautiful cabinet for both instruments. Designed to harmonize with any modern interior. Built at just the right height for comfortable tuning and for playing records
-

VICTOR TALKING MACHINE



*Victrola Radiola, Model
Number Seven-eleven.
List price, \$250*

All for \$250, List Price

Anybody in your neighborhood who is planning to buy a radio next fall won't have to think twice before making up his mind on this instrument. He has the chance to hear the big-league baseball scores, and the national political conventions, as well as the regular radio programs. And, in addition to the finest radio on the market, he is practically getting a Victrola free. The value is right there before his eyes.

Order your samples now. They will provide a powerful stimulus to your summer sales. For experience has proved Victrola Radiola combinations can be sold during the summer months.

COMPANY, Camden, N. J., U. S. A.



Last-Minute News of the Trade

Otto Heineman to Devote Entire Time to Okeh Phonograph Corp.

Prominent Member of Industry Resigns as President and General Manager of the General Phonograph Corp.—Has Had Long and Successful Career in Industry

Otto Heineman, internationally prominent as one of the foremost members of the phonograph industry, announced to the trade this week that



Otto Heineman

he had resigned as president and general manager of the General Phonograph Corp. in order to devote all of his time in the future to

the Okeh Phonograph Corp., which is the sales agency for all phonograph products of the subsidiaries of the General Phonograph Corp. The Okeh Phonograph Corp., of which Mr. Heineman is president, is a subsidiary of the Columbia Phonograph Co. and has attained signal success in the merchandising of Okeh records, Heineman motors and Okeh steel needles.

The General Phonograph Corp. is a holding company controlling the General Industries Co., Elyria, O., and the General Phonograph Manufacturing Co. In offering his resignation to the directors of the General Phonograph Corp. Mr. Heineman commented upon the fact that the General Industries Co., of Elyria, O., and the General Phonograph Manufacturing Co. of New York are both ably conducted by experienced and prominent specialists in their respective industries—namely, A. G. Bean of Elyria and John M. Dean, Jr., of Putnam, Conn. Mr. Bean is one of the recognized leaders in the manufacturing world and under his direction the General Industries Co. has achieved international success. Mr. Dean has been identified

(Continued on page 150)

J. B. Price Resigns From Stevens & Co.

Has Been Identified With Phonograph and Radio Industry for Many Years—Is Well Known From Coast to Coast

J. B. Price, identified with the phonograph and radio industry for many years and for the past several years secretary of Stevens & Co.,



J. B. Price

New York, chairman of the board and in charge of sales and advertising, resigned from this organization on June 1. Mr. Price is now taking a short rest preparatory to spending a few days at the Chicago Radio Show.

Prior to joining Stevens & Co. Mr. Price was sales and advertising manager for N. & K. loud speaker products and before that time occupied important executive posts in the phonograph industry. His music trade contact was gained from his association with the Diamond Match Co.'s juvenile division and Harper Bros.' Bubble Books. While identified with this company Mr.

Price visited jobbers and dealers from coast to coast and he numbers among his business and personal friends the leading wholesalers and retailers as well as the foremost executives in the music industry.

In addition to his phonograph and radio experience, Mr. Price is equipped with a fund of general merchandising knowledge and dealer and jobber contact obtained from seven years with Robert H. Ingersoll & Bros., the famous watch manufacturers. "J. B.," as he is familiarly known to the industry, is recognized generally as one of the most competent sales executives in the radio field and he has a host of friends throughout the industry.

NEMA Radio Section Holds Its Convention

Annual Convention of Radio Section of National Electrical Manufacturers' Association Meets in Chicago

CHICAGO, ILL., June 8.—The radio division of the National Electrical Manufacturers' Association held its annual convention at the Drake Hotel, here, starting on Monday. In the morning of the first day the various committees met and during the afternoon the transmitter section of the organization held its session. The first merchandising council gathering took place on Monday evening with a discussion of sales and advertising costs. Addresses were made by Thomas F. Logan, chairman of the Radio Committee of the American Association of Advertising Agencies, and F. M. Nicodemus, treasurer of the Commercial Credit Co.

The vacuum tube section held its meeting on Tuesday morning, June 5, and following luncheon the first general session of the radio division was held, with talks by Alfred E. Waller, managing director of the association; C. W. Hough, president of Wired Wireless, Inc., and Dr. Herbert E. Ives, television en-

gineer of the Bell Laboratories, Inc. The second merchandising council session took place during Tuesday evening, with addresses by J. K. Utz, of the Kellogg Switchboard and Supply Co.; C. W. Abbott, of the Rome Wire Co., and Powel Crosley, Jr., president of the Crosley Radio Corp.

The power supply section held its meeting on Wednesday morning, June 6, and was followed in the afternoon by the first session of the receiving set section. The merchandising council met again on Wednesday evening, with addresses by Frederick P. Vose, R. L. Duncan, president of the Radio Institute of America, and C. H. Pfingsthorn.

The receiving set section held its second meeting on Thursday morning, June 7, and a general session was held in the afternoon, featured by talks by Dr. Alfred N. Goldsmith, chief broadcast engineer of the Radio Corp., and Roy H. Manson, chief engineer of Stromberg-Carlson Tel. Mfg. Co. The annual banquet was held on Thursday evening, with Congressman Clyde Kelly as the principal speaker.

The annual convention of the other sections of the National Electrical Manufacturers' Association are being held at Hot Springs, Va., during the period of June 6 to 15.

Kellogg Co. Adds to Its Organization

W. E. Conners Gets Part of Illinois and Indiana—B. H. Darst Covers Ohio and Parts of Five Other States

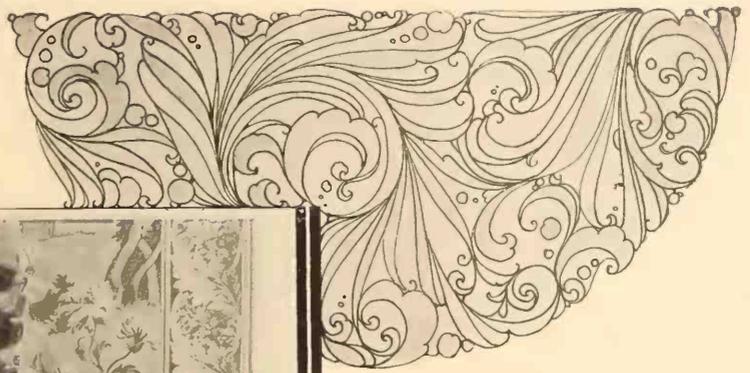
The Kellogg Switchboard & Supply Co., Chicago, manufacturer of Kellogg AC radio sets and AC tubes, has appointed W. E. Conners as



B. H. Darst

representative in the northern Illinois and Indiana territory. Another addition to the Kellogg force is B. H. Darst. He will represent his firm in Ohio and in parts of Pennsylvania, West Virginia, Kentucky, Indiana and Michigan. Mr. Darst has spent several years in specialty sales work with distributors and dealers. He has successfully filled the position of crew manager, handling sectional sales for a well-known household article. He has also marketed specialty products for a large department store. Dealers in Mr. Darst's territory will be able to present their retail problems to this new representative and profit from his experience.

The Ossining branch of the Dunlap Music Store, Peekskill, N. Y., has been closed.



SEVILLE

Tops and ends are 5 ply faced with well figured Walnut. Doors are V-matched imported English Pollard Oak overlaid with heavy walnut scroll panels and ornamental wood mouldings. Trimmed with ornamental solid brass knobs. Executed in a lacquer of a dull, close bodied finish to harmonize with this particular design. Size of cabinet—Width 27½", depth 18", height 50¼". Shipped securely packed in plywood container. Shipping weight—approximately 136 pounds. Equipped with R.C.A. cones.

Superior Radio Cabinets for the coming season reflects the skilled craftsmanship and artistry in radio cabinet furniture that has established for itself an outstanding name during the radio season of 1927-1928.

The above photograph illustrates just one of a varied selection in the Superior Line, and is done in many periods, following out in detail the tradition of each type.

Our radio cabinets this season, which we believe will be the outstanding line, again are the ultimate in cabinet artistry.

Visit our display booths Nos. 112 and 113 at the Second RMA Trade Show, Hotel Stevens, Chicago, June 11th-15th, 1928.

SUPERIOR CABINET COMPANY
MUSKEGON MICHIGAN

New York
67 W. 44th St.

National Sales Agents
STUDNER BROS., INC.

Chicago
28 E. Jackson Blvd.



Last-Minute News of the Trade

Carryola Features Three New Portables

Three New Models and a New Power Amplified Electric Portable Announced—Contain Many New Features

The new line of Carryola portable phonographs, manufactured by the Carryola Co. of America, Milwaukee, Wis., containing many new features and developments, is making its initial appearance as the June issue of *The World* goes to press. The new Carryola line features three new portable phonographs known as Model 20, Model 30, Model 40 and a new power amplified electric portable phonograph. (Continued on page 163)

Stevens & Co. Merge With Adams-Sibley

Amalgamated Companies to Be Known as Stevens Mfg. Corp.—Own Valuable Patents on Acoustical Devices

Stevens & Co., New York, N. Y., well known in the cone speaker field, have announced a merger of that organization with the Adams-Sibley Development Corp., the amalgamated companies to be known as the Stevens Mfg. Corp. The officers of the new corporation are Leslie Stevens, president; James T. Sibley, vice-president; Clifford E. Stevens, treasurer, and Philip C. Adams, secretary. Leslie Stevens is the founder of Stevens & Co. and inventor of

the speaker that bears his name. He brings to the new concern a wealth of experience in the design and manufacture of acoustical products. James T. Sibley is recognized throughout the phonograph industry for his inventive ability and has had many years' experience in the manufacturing and engineering end of the business.

The new corporation is said to own valuable patents on acoustical devices covering both radio loud speakers and phonographs. An electric motor has also been developed which, on account of its unique principle and size, may be used for portable phonographs as well as large models, and it was announced that the company is already in production of large contract orders for this motor. An electric pick-the designing of automatic phonographs.

E. E. Collison New Capehart Executive

Appointed Factory Manager of Capehart Automatic Phonograph Corp.—Orchestra Displayed at Trade Show

H. E. Capehart, vice-president and general manager of the Capehart Automatic Phonograph Corp., Huntington, Ind., announced last week the



E. E. Collison

appointment of E. E. Collison as factory manager of the Capehart organization. Mr. Collison was formerly chief engineer of the Holcomb & Hoke Co., Indianapolis, and he is well known throughout the music trade as an authority on the designing and building of automatic phonographs.

The Orchestrope was first announced to the music trade late in March, and has enjoyed an enthusiastic reception throughout the country. At the Music Trades Convention just closed at the Hotel Commodore, New York, it was seen and heard by hundreds of dealers who were impressed with its playing of twenty-eight records on both sides continuously, turning and changing them automatically.

The Orchestrope, which is sold exclusively through dealers, is also on display during the Chicago Radio Trade Show, at the Chicago district offices of the Capehart Automatic Phonograph Corp., in the Lyon & Healy Building.

Raytheon—QRS Merger

CAMBRIDGE, MASS., June 4.—The Raytheon Mfg. Co., of this city, has absorbed the radio tube division of the QRS Music Co., Chicago, Ill. This brief announcement was obtained as this issue of *The World* closed for the press. Details regarding the deal are to be given later.

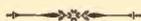
You Are a Welcome Visitor at

Space 29—Room 750

Headquarters of the

Talking Machine World

“Standard Authority of the
Music-Radio Industry”



The June Trade Show Issue Breaks All Records

1. More Radio Advertisers.
2. More Radio Advertising.
3. More Phonograph and Radio Advertising.
4. More Editorial and Text Pages Than have ever been published in a single issue of any music-radio paper.

“There must be a reason”

Now
ready
!



Provides
Musical
Dollars

The SEEBURG Autophone



Automatic
Phonograph

Selective or Continuous Play

HERE at last is the coin-operated phonograph for which so many in the trade have waited. Rampant rumors for several years have centered around the possibility of the SEEBURG Company supplying such an instrument in keeping with the well-known quality of their pipe organs and pianos. Now it is here.

Made in their own factories by highly skilled SEEBURG tradesmen, the product offered bears their meritorious endorsement. Not experimentally new—but scientifically designed and tested under years of actual operating conditions—distinctly conforming to SEEBURG standards of quality, simplicity, reliability and durability. SEEBURG dealers have relied upon this pledge for more than two decades and the flood of "sight-unseen" orders which even preceded our official announcement is mute evidence of the sincerity of that confidence.

Past years have proven any coin-operated instrument must be made in a special way to stand the strenuous service to which it is subjected. The SEEBURG Company are familiar with every requirement of the industry and have incorporated this knowledge in the AUTOPHONE.

J. P. SEEBURG PIANO COMPANY
World's Largest Manufacturers of Automatic Musical Instruments
1510 Dayton Street Chicago, Illinois, U. S. A.

Cable Address: SEEBUR, Chicago.
ABC Code. 5th Edition

(Mail This Coupon)

J. P. SEEBURG PIANO CO.,

Date

1510 Dayton St.,
Chicago, Ill., Dept. P.

Gentlemen:

Please send circular entitled: "A Newer Sensation".
I can prove my financial ability to handle your dealer
proposition.

Name

Address

Carryola



CARRYOLA No. 40—\$35

Very handsome. All metal parts gold plated; Tone Modulator, Patented, exclusive Bakelite tone arm and reproducer; Patented diaphragm; velvet turntable and Automatic stop. This new design is also provided with a patented, built-in Wood Record Container—50-inch-air column,—new type horn chamber and a motor that plays three full selections without rewinding. Beautifully finished in heavy Black or Brown Fabrikoid. Weighs only 23 pounds.



CARRYOLA No. 20—\$15

New type horn chamber and other substantial improvements make this new model by far the greatest value ever offered below \$25.00.

MASTER MODELS FOR EVERY



Introduces *Three Entirely New and Improved Master Models*



FINER music—bigger, handsomer instruments—with the most amazing improvements ever built into a portable phonograph, mark the introduction of the new Carryolas.

As the dominating factor in the portable phonograph business, it is only natural that Carryola should be first with outstanding improvements to still further increase the popularity, sales and profits of its vast army of successful dealers.

We are proud to introduce these splendid new Master Models to the music lovers of America. In all the world of acoustical science there is nothing that can be compared in VALUE, quality and richness of tone, in refined beauty of design, or the mechanical perfection of the Carryola line for 1928 and 1929.

You will be delighted with their new, larger sizes, refined elegance of color and finishes, their new reproducers, volume control, Bakelite tone arm and other features—together with the most extensive national advertising and sales program ever given to merchandise of like character.

These new Master Models make their formal bow to the musical world during the Music Trades Convention in New York City, week of June 4; Chicago, week of June 11, and West Coast Music Pageant, week of June 18. We invite you to see and hear them there and then, or write now for our beautifully illustrated and completely descriptive booklet.

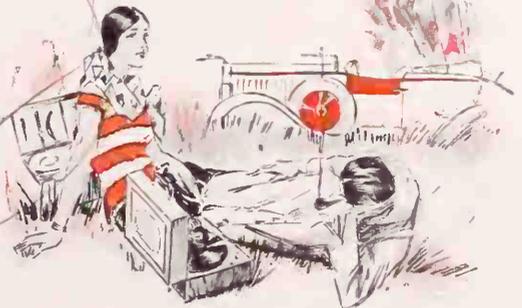
THE CARRYOLA COMPANY OF AMERICA

The World's Largest Manufacturers of Portable Phonographs
645 Clinton St., Milwaukee, Wisconsin



CARRYOLA No. 30—\$25

With long air column horn chamber of unique design; Patented, exclusive Bakelite tone arm and reproducer and Patented diaphragm. Motor will play three selections without rewinding. Velvet turntable—finished in new special design Fabrikoid, in Black, Blue, Green, Red and Brown.



HOME AND FOR EVERY PURSE



\$35

List Price



A PIPPIN—NOTHING LESS!

HERE truly is the masterpiece of all portables. An instrument that is necessary to round out the family equipment. Nothing in world of portables approaches this gem.

Consider then, Mr. Victor Dealer, the immediate and tremendous sales possibilities which it offers. No. 2-35 spells

profit and satisfaction for Victor dealers—more still for those who believe in application and work.

Don't let this opportunity pass you by. Remember it is a Victor Portable (with all that the name assures). This makes it exclusively yours. Make the most of it.

C. BRUNO & SON, Inc.

Victor Distributors to the Dealer Only

351 FOURTH AVENUE

NEW YORK, N. Y.

1834—Almost a Century of Dependable Service to the Music Trade—1928

From 20 Lines to 4!

Essig & Ives Started With Twenty Radio Lines and
Now Carry Four—Gaining Sales and Cutting Overhead

By Roy Stewart

Because of the number of fine new radio receiving sets on the market to-day, the matter of selection of the lines which will prove most profitable to the dealer in his own locality is an important one. Too many lines very easily will result in overstocking, for the simple reason that it is practically impossible for the average retail merchant to handle the complete lines of each manufacturer. Experience has proved conclusively that it is better to select several makes that meet with local popular approval in performance, appearance and price than to attempt to handle ten or twelve lines. The investment required for many lines is beyond the means of most dealers. The same sales results can be obtained with more limited variety of make but with complete coverage in models.

Started With Twenty Lines

The above, briefly, is the conclusion reached by the firm of Essig & Ives, of Freeport, Long Island, one of the leading concerns in a large territory in that section of New York State. The company has been in business over a period of eight years, and has built up prestige by handling quality merchandise. When radio came on the market and the demand warranted, the company opened a department, and in common with most dealers, faced the serious problems of selling and service. The overnight popularity of radio is history, but because of the plethora of sets brought out at the time, and for which all sorts of extravagant claims were made,

this firm catered to the varied demand by installing eighteen or twenty makes of radio. It looked like a prosperous market, and all the sets seemed good. Then the trouble started.

Too Much Competition

The first result of this radio popularity was competition from the "butcher, the baker and the candlestick maker." Manufacturers were concerned only with maintaining production to the point where it approximated demand. They installed their lines in every conceivable kind of store. No dealer was protected. The merchandise was poor and demands for service poured in on Essig & Ives. Profits were conspicuous by their absence.

Order Out of Chaos

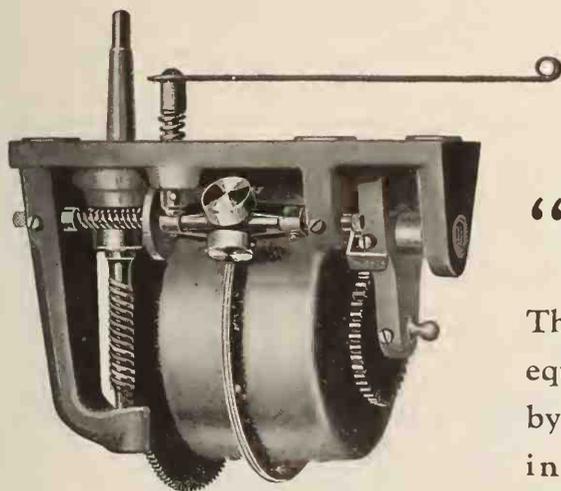
The radio end of the business reached the point where this company decided that something must be done. The first move was to analyze the products of the various manufacturers in connection with local reception conditions and the taste of the public. This resulted in throwing out all the lines but four. Herbert A. Ives, who with a partner, G. P. Essig, operates the store, declared in order for the dealer to place his radio department on a profitable basis he must select his merchandise with thought to the service requirements on the product, his locality and the companies back of the products. "Cheap radio is made of cheap materials," said Mr. Ives. "Such a set is O K for a short time and then comes the trouble. Not

only is excessive service costly, but good will is dissipated when customers are unsatisfied with their purchase. We have found that the best time to avoid service demand is at the time of installation. The average installation made by our service men takes about two hours. If the work is done right in the first place the chances are that no trouble will develop later. In all our experience in selling and installing radio receiving sets, we never have had to go back on a job. We select only the very best materials for the installation job. This alone costs between \$5 and \$7. Because of our policy regarding installations we are perfectly safe in offering our patrons six months' free service. We are seldom asked to make a service call, and then it is usually a case that does not reflect in any way on the work we have done. After the six months' period we make a labor charge on all service calls. This charge is based upon several factors; viz., the nature of the service, cost of materials, time consumed, traveling expense, etc. Traveling expense is an important item for the reason that our business is not confined to this city, but covers the surrounding villages and countryside for miles.

Select Customers

Repossessions, slow payers, and other unsatisfactory conditions following the sale are eliminated to a large extent by Essig & Ives because a radio set is not sold to every person

(Continued on page 36)



102 Motor



"HELYCON"

The proven phonograph equipment, manufactured by men who have been in the industry for a generation.



509
Tone Arm

Write for Catalog of Motors, Tonearms and Reproducers

POLLOCK-WELKER, Limited
Kitchener, Ont., Canada

Cable Address: Polwel, Kitchener

Code: A.B.C., 5th Edition, Bentley's

ATWATER KENT RADIO

TWENTY-SIX years ago this month, the first Atwater Kent advertisement was published.

We were then making an inter-communicating telephone. Here are some of the descriptive phrases from the first advertisement.

- .. well made*
- .. easy to install*
- .. durable*
- .. gives perfect service*
- .. so simple it cannot get out of order*
- .. the only thing cheap is the price*

For twenty-six years these have been our manufacturing principles. They explain why the one-room factory has grown to 15½ acres — why Atwater Kent Radio has gone into 1,600,000 homes—why the new A.C. set has reached and crossed the 200,000 mark since January 1st.

ATWATER KENT RADIO

true then - true now!

What radio enables the dealer to make the greatest amount of profit on every dollar of the original investment?

ATWATER KENT RADIO

Always the leader in sales, Atwater Kent Radio from January to May, 1928, has had a sales record six times greater than for the same period in any previous year.

The satisfaction of realizing quick and generous profits from the fastest turnover of capital has come to the dealers who have concentrated their sales effort on Atwater Kent Radio. The Atwater Kent franchise, valuable in the past, will be even more valuable for this coming year.

ATWATER KENT MANUFACTURING COMPANY

A. Atwater Kent, President, 4725 Wissahickon Ave., Philadelphia, Pa.

On the air—every Sunday night—Atwater Kent Hour—listen in!

\$ 169 50 to

Now the Price Range of the New Kellogg Line

TO BE DISPLAYED AT THE
R.M.A. Trade Show
CHICAGO
June, 11-15th



Table Model 5, with Chassis "B"
complete with Kellogg A-C
Tubes, \$169 50

With this wide price range there are exceptional profit possibilities in selling Kellogg Radio. Everyone, regardless of pocket-book, is now your prospect—if you are a Kellogg dealer.

At the Trade Show see the new Kellogg models in our booth, B25 and 26, Hotel Stevens Ball Room—and hear the marvelous Tone of Kellogg reproduction in the Kellogg Demonstration Salon, room 719, Hotel Stevens.

For the benefit of dealers unable to attend the Trade Show we have prepared a complete presentation of this new line which will be sent on request.

Kellogg Switchboard & Supply Co., Dept. A-259 Chicago

Kellogg

Change in Policy from Many to Few Lines Meant Real Profits

(Continued from page 33)

who wants one. For one thing, the initial payment must be at least one-third down and the balance in six months, divided into equal payments. The large down payment is necessary, according to these enterprising dealers, because the dollar down fiend is barred from making a purchase. The individual who asks for delivery of an expensive piece of merchandise following an extremely low first payment represents a dangerous type of customer, not because he may be dishonest, but because he usually cannot afford the set he selects and the danger of repossession is materially increased. Insistence of the one-third first payment discourages individuals of this character and automatically much collection trouble and expense is avoided.

A Stabilized Business

Mr. Ives believes that radio has now reached the point where it may be considered a staple article. "The dealer to-day may select his merchandise with the conviction that, compared with the sets of a year or more ago, he is handling a product of greater refinement in performance and appearance. The manufacturers, too, are giving more attention to the selection of the right kind of retail dealers to handle their products. Franchises are not given out as freely as they were. The music-radio dealer is now generally recognized as the logical outlet for radio."

The company has become one of the most popular music houses in its locality because from the very beginning a definite campaign to build prestige was started, and it has never stopped. The firm believes in service, but not to the extent of killing profits. The merchandising policy precludes the necessity of giving a

great deal of free service, for the simple reason that only lines are handled that, because of their fine quality, make excessive service unnecessary. This applies not only to the radio department but also to every other branch of the business, talking machines and other musical instruments also being handled.

An \$80,000 Home

Essig & Ives have just finished building what is one of the finest music stores on Long Island, consisting of basement and two floors, and costing in the neighborhood of \$80,000. The building is thoroughly modern, located on a corner, the front and sides, both first and second floor, being one huge display window. The lighting system in the windows provides for the use of various colored lighting, flood lighting of displays and spot lights. This is concrete evidence of the success these two aggressive dealers have achieved in the past eight years.

Gillespie Features Phonograph Parts

Proprietor of Radio Phonograph Shop,
Jacksonville, Fla., Has Developed a
Profitable Parts Business

One of the characteristics of William Gillespie, proprietor of the Radio Phonograph Shop, 129 Broad street, Jacksonville, Fla., is thoroughness, and one of the policies of his business is to take complete advantage of the window display space to stimulate business in whatever product or products he is featuring. The dis-

plays which occupy the show window are many and varied, and none is allowed to stay until it collects dust or becomes monotonous to passers-by.

Some time ago The Talking Machine World reproduced a photograph of a display of the Radio Phonograph Shop, which featured a single record release, a display which was responsible for selling a surprisingly large number of records. Herewith is reproduced a picture of a recent phonograph parts window which had a like result. Mr. Gillespie has found



Gillespie's Unusual Display

that the sale of phonograph parts and the maintenance of a repair department can be made a profitable undertaking with very little effort. Many dealers for one reason or another overlook the possibilities of this type of business. A glance at the accompanying photograph will attest to the thoroughness of Mr. Gillespie's methods. Every part and every accessory of the phonograph, from a bolt to a motor, is shown in the display.

The Miller Music Store has made its debut in new quarters at 149 Sixth street, Salem, Mass., handling phonographs, radios, pianos and musical merchandise.

\$ 775

All Kellogg Models Priced Complete with Kellogg A-C Tubes



Model 514 with Chassis "A" and Air Column reproducer, \$495 (Phonograph "Pick-up" extra)



Model 518, Chassis "B", Cone type reproducer, \$275 Model 516 with Chassis "A" and Air Column reproducer, \$375



Model 517 with Chassis "A" and Air Column reproducer, \$775 (Phonograph "Pick-up" extra)

Also at \$225

A beautiful burl walnut console, Model 518 with Chassis "B" but without reproducer. A value that will make a spectacular Leader for the Kellogg Line.

Radio

Selling Records to the Collegians

(Continued from page 8)

In nearly every instance these dealers have run tie-ups and have been enthusiastic over the results.

Recently Columbia has added to its college advertising schedule several of the college magazines—"the comics," so that the Columbia message is read by the students of some twenty colleges and universities. In addition to stimulating the sales of Columbia products, results beneficial to the entire record industry have been obtained. Prior to the advertising done by this company, a few college periodicals, the Michigan Gargoyle and the George Washington Ghost among them, conducted a record review column. Since the Columbia advertisements began to appear, many more magazines have added this feature. All makes of records are reviewed, and renewed interest in phonographs and records is being built up thereby.

One of the members of the advertising department of the Columbia Phonograph Co., when asked concerning the results of the campaign, stated that it is too early to draw any extensive definite conclusions as to the results obtained. That the advertising does pay is attested by some dealers—others are uncertain. The Columbia Co. does believe, however, that dealer co-operation and student interest has been quickened wherever the advertising has appeared for a length of time sufficient for it to take hold.

A number of talking machine dealers who are located adjacent to colleges when queried as to the student trade have informed The Talking Machine World that this market is a fertile one for certain types of merchandise. Portable phonographs are favored over all other models of talking machines and radio receivers,

and records also form a considerable item of the sales made to students. In every instance popular recordings far exceed other classes of records, some dealers stating that the percentage of popular records is 85 per cent of all records sold to students.

RCA Campaign on the New Radiola 18

A window display campaign is now being conducted on the new Radiola 18 by the Radio Distributing Corp. of Newark, N. J. The contest is open to all RCA authorized dealers in the Radio Distributing Corp.'s territory.

Max H. Kirch, president of the organization, recently addressed a letter to dealers and newspapers in New Jersey promoting the sale of the new RCA Model 105 loud speaker for use by the newspapers in all announcements of important news and sport events now being broadcast regularly.

Radio Broadcasts Aid Victor Record Sales

Two national radio broadcasts of the past month were used by Victor dealers to stimulate the sales of records and instruments. The first of these was the Victor Herbert program given on May 24 over station WEAJ and twenty-nine other stations under the auspices of the American Society of Composers, Authors and Publishers. The second broadcast featured Gene Austin, exclusive Victor artist, in the Maxwell House Hour on May 31 over a network of thirty-six stations. The Victor Co. provided dealers with a special window poster featuring the Austin broadcast and Austin records and in a letter urged dealers to tie up.

Plan the Annual Los Angeles Radio Show

Trade Leaders Plan to Hold Exposition on Greatly Increased Scale Over Last Year—Many Interesting Features

LOS ANGELES, CAL., June 6.—Radio trades leaders of the Southwest are engaged in preparing the Sixth Annual National Radio Show Beautiful, to be held in the Ambassador Auditorium, here, September 2 to 8, on a considerably increased scale over that of last year, according to announcement by A. G. Farquharson, secretary of the Radio Trades Association of Los Angeles.

With every booth in the auditorium subscribed, plans are now under way for disposal of space in a large auditorium annex to be erected adjacent to the permanent building. This method of increasing the space of the exposition was followed last year with great satisfaction to all concerned, according to Waldo T. Tupper, managing director, who is well known here in connection with his activities in promoting radio shows.

Various methods of merchandising radio to the Southland now are being worked out, Mr. Tupper stated. The crowds this year are expected to be attracted through display of scientific devices, rather than through entertainers, it was said, although entertainment, as always, will be one of the important features of the show. Extraordinarily beautiful booths will be constructed especially for the approaching radio show. The show is expected to create great additional interest in radio throughout Southern California and Arizona. Its sales effect has been noticed immediately on previous occasions, according to California dealers, and every effort, it is said, will be made to intensify that success.

**FARRAND JUNIOR
CLOCK TYPE
(Model 64)**

A new Farrand Speaker—new in exterior, new in unit construction, new in value standards—that bids fair to become the most popular of all Farrands—past or present. In beautifully finished, clock-motif, bronzed cabinet, 10 inches in height.

\$19⁵⁰



Farrand

Presents for the Coming Season

**The most remarkable line
in Speaker history!**

NOW Farrand Speakers for every price class—now Farrand Speakers for every reproduction requirement—now Farrand DYNAMIC Speakers that set aside all former Dynamic standards of performance and value. Only Farrand “know-how” and

manufacturing facilities—the largest speaker plant in the industry—can produce such vast acoustical advancements, such diversity of design, such dominance in value. Communicate with your nearest Farrand distributor **NOW—today—**for full details.

FARRAND MFG. CO., Inc., *Metropolitan Bldg.*, Long Island City, N. Y.



FARRAND GOTHIC
Model 60. Two-tone
walnut cabinet. \$35



FARRAND PANEL
Model 62. Two-tone walnut,
portrait frame effect. \$25



FARRAND Built-in Table
Model 68. Two-tone
walnut table, 30" in
height. \$45



FARRAND Box CHASSIS
Model 42-B. For dealers,
distributors, and con-
sole manufacturers. \$18

BALANCED ARMATURE



Farrand
GOTHIC
DYNAMIC

\$50

For either A. C. or D. C.—
or Storage Battery operation

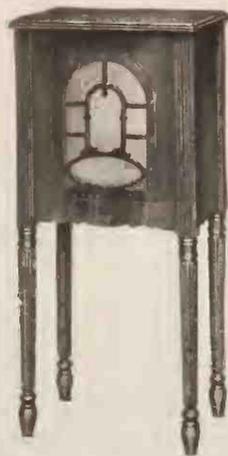
The outstanding value in
Dynamic table speakers

All Farrand Speakers—
both Dynamic and Balanced
Armature types—are licensed
under Lektophone Patents.

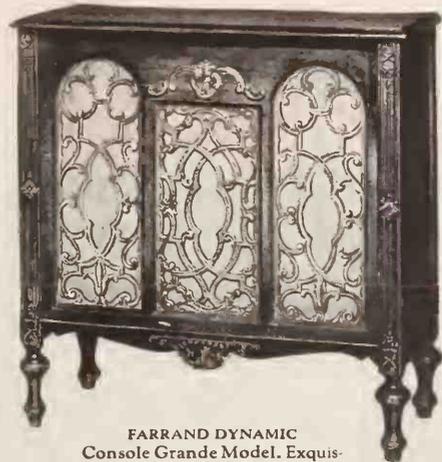
See the complete Farrand line
—Booths 58 and 59—at the
R. M. A. TRADE SHOW
Hotel Stevens, Chicago
(Demonstration—Room 430A)



FARRAND DYNAMIC CHASSIS
For 6-volt Storage battery \$35
For D. C. operation 40
For A. C. operation 45



FARRAND DYNAMIC
Tiffany Table Model. Charm-
ing upright console of two-
tone walnut. \$75



FARRAND DYNAMIC
Console Grande Model. Exquis-
ite two-tone walnut. \$110

— and DYNAMIC TYPE

SUMMER PROFITS

By Leslie A. Ferguson

PORTABLE phonographs have come into their own. North, East, South and West, dealers report a constantly increasing sales volume of these excellent small instruments. Although the portable is a year-round seller of the first class, demand reaches the peak during the Summer months, bringing up the sales curve during what is normally, insofar as other lines are concerned, at least, a comparatively slow season.

Canvassing for Sales

Many methods of increasing the sales volume of portable instruments are being used by aggressive dealers, who realize that each sale of a portable means a cash profit and that purchasers of portables are also excellent prospects for records. From the simple thought of placing a number of portables on the counter in the store or in some other conspicuous place, to aggressive, well-planned canvassing campaigns, dealers are getting behind this product to their own distinct advantage.

One retailer in Connecticut reports an average sale of twenty-five portables a month simply by displaying them on the counter in the store. Another dealer within commuting distance of New York City, facing the keenest kind of competition from Gotham dealers, who plays up these instruments in his windows, sells more than two hundred a year, and, bear this in mind, each sale is made on a cash basis. The income derived in this way pays the overhead. An average of three records is sold with each portable, and usually these patrons are repeat buyers of records. That is nice business!

Home Demonstration

There is a talking machine merchant in the Middle West who has been unusually successful in selling portable instruments to farmers. There is no secret about it. He simply loads a number of portables in his flivver and goes out into the country. When he comes to a farmhouse he visits with the inhabitants and usually succeeds in leaving a portable for a few days' trial or on the plea that he has other stops to make and will return in several days for the instrument. With the machine he leaves a number of records and urges the

farmer to make use of the portable until he, the dealer, returns. In the majority of instances the machine remains in the permanent possession of the farmer and his family.

Canvass Summer Places

The manager of a retail store in a small city on the Hudson River, in New York State, has found a nearby cottage colony a prolific source of portable talking machine and record

There is no instrument that has a wider sales field than the portable phonograph. The small apartment resident, the Summer bungalow owner or tenant, the owner of a cabinet instrument, boys at camp, motorists—all are likely prospects for the portable and the price range is within the reach of all.

sales. He makes the rounds of the cottages once a month, striving to sell those who have no instrument a portable and demonstrating records for machine owners. This is the type of aggressive merchandising that is turning "dull Summer" into a period of activity and profit for far-sighted retailers.

In the Cities

In the larger cities, where the dealer has no Summer resort business to work on, there is a growing market for portables. The very small two and three-room apartments give the dealer the opportunity to engage in highly lucrative sales promotion work in the interest of the portable. A dealer on Broadway, New York, whose sales field consists entirely of huge apartment houses and hotels, sells close to three hundred portables a year. How? Not by any super-salesmanship. He simply displays the lines he carries and resorts to advertising and direct mail to bring the merits of his products to the attention of the public.

He also has made an arrangement with the bellhops in the nearby hotels to pay commissions on sales. The results are remarkably satisfactory.

A Broad Field

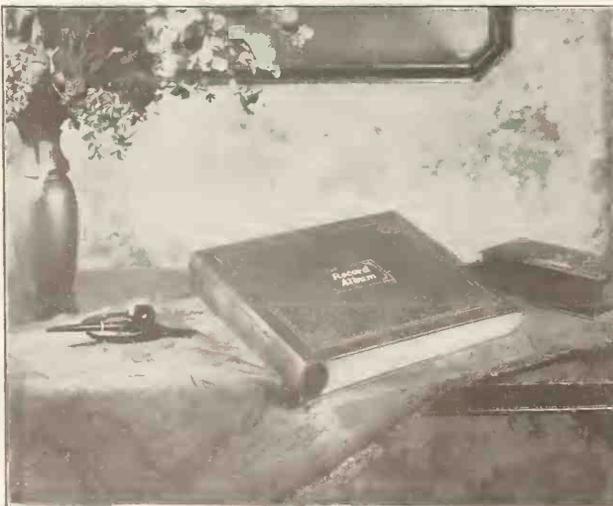
These are only a few outlets for the portable. Every person is a prospect. One fact stands out sharp and clear: If the dealer will really make a sustained effort to sell portable instruments he will have little difficulty in doing so. The opportunities are unlimited and there is a broader aspect to this business which must not be lost sight of. Record sales are an important part of the retail talking machine business and each portable sold not only means a worth-while stimulation of record business, but the contact established by the sale of a small instrument eventually may lead to the sale of a larger model talking machine or radio set. It is a profitable market.

L. R. Schadwald Joins Northeastern Radio, Inc.

BOSTON, MASS., June 4.—A. Ullman, president of Northeastern Radio, Inc., radio distributor, recently announced the addition to the sales staff of L. R. Schadwald. Mr. Schadwald has been connected with the French Battery Co. since 1923 and for the past three years has been in charge of Ray-O-Vac sales as New England district manager. He will represent Northeastern Radio, Inc., in the Greater Boston territory.

New RCA Booklet

A recent lecture delivered by Pierre Boucheron, advertising manager of the Radio Corp. of America, before the Harvard Business School on "Advertising Radio to the American Public" has been made the subject of an attractive booklet. It is an exposition of the part played by advertising in the development of the radio industry from its inception, and is an authoritative treatise on the subject. It is profusely illustrated.



Sell Albums That Will Adequately Protect Your Customers' Valuable Records

The New National Loose Leaf Record Album

Beautiful in design.

Durable and flat-opening.

(Patent Applied For)

Write for descriptive list and prices.

NATIONAL PUBLISHING CO.

Factory and Main Office

239-245 So. American St., Philadelphia, Pa.

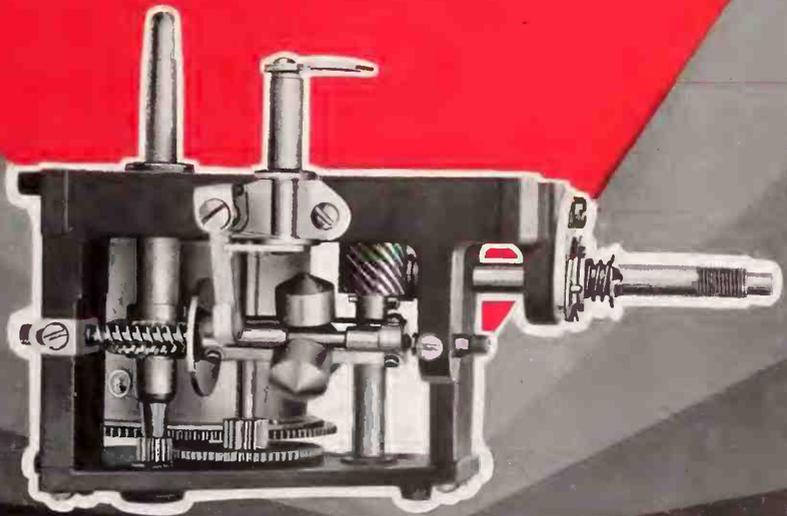
Salesroom: 225 Fifth Ave., New York City

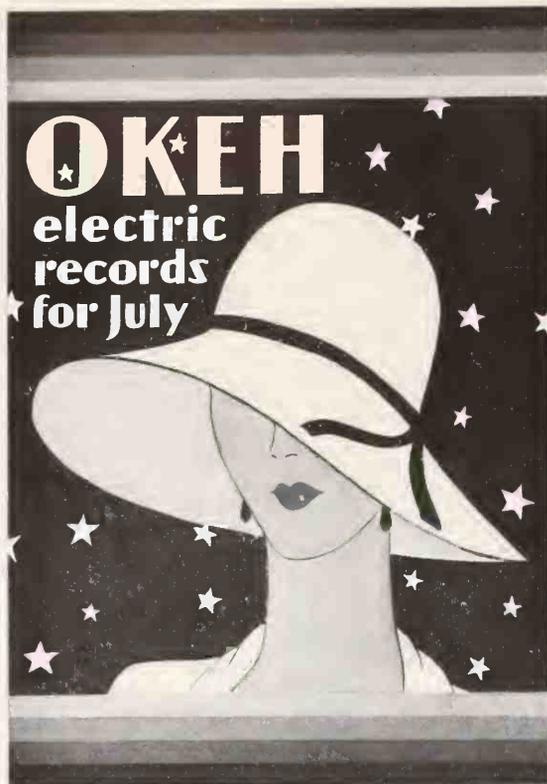
HEINEMAN MOTOR

No. 77

AT A LOW PRICE.....
with the pulling Power of the famous
Heineman No. 77.
The marvel of it....
starts immediately at high momentum...
After four full 10 inch selections it
finishes with....

EXCESS POWER
This is the "4+Motor"
The Motor of Power and Perfection.





41025 { DINAH—Fox Trot
10 in. 75c { THE WILD DOG—Fox Trot
Both played by Joe Venuti's Blue Four

41026 { SHE'S THE SWEETHEART OF SIX OTHER
10 in. 75c { GUYS—Fox Trot
WAITIN' FOR KATY—Fox Trot
Both played by Fred "Sugar" Hall and His
Sugar Babies

41030 { SOMEBODY STOLE MY GAL—Fox Trot
10 in. 75c { THOU SWELL (From "A Connecticut Yankee")—
Fox Trot
Both played by Bix Beiderbecke and His Gang

41032 { INDIAN CRADLE SONG—Fox Trot
10 in. 75c { MY MELANCHOLY BABY—Fox Trot
Both played by Dorsey Brothers and Their
Orchestra

41044 { JUBILEE—Fox Trot
10 in. 75c { Frankie Trumbauer and His Orchestra
I'M MORE THAN SATISFIED—Fox Trot
Larry Abbott and His Orchestra



Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.



Johann Strauss

ODEON ELECTRIC RECORDS

- 3225 } BLUE DANUBE WALTZ, (Johann Strauss)
12 inch } KAISER WALTZ, (Johann Strauss)
1.25 } Dajos Bela and his Orchestra
- 3224 } IN A MONASTERY GARDEN.
12 inch } (A. W. Ketelbey)
1.25 } IN A PERSIAN MARKET. (A. W. Ketelbey)
ODEON Orchestra
- 5140 } CAVALLERIA RUSTICANA, (Mascagni)
12 inch } Prelude. Part 1 and 2 — Siciliana
1.50 } "O Lola"
- PIETRO MASCAGNI, Conducting the Orchestra of the
State Opera House. Berlin
- 5141 } CAVALLERIA RUSTICANA, (Mascagni)
12 inch } Prelude, Part 3 and Entrance
1.50 } Chorus
- PIETRO MASCAGNI, Conducting the Orchestra of the
State Opera House, Berlin

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

WILLIAM
TROY



Steel
It is content to take the note and
sound it—
Pure . . . Brilliant and True
When
the finished points of perfection
are— **Okeh** and **Truetone** *Needles*
Sole Sales Agent
Okeh Phonograph Corporation
OTTO HEINEMAN, President and General Manager
New York, N. Y.
25 West 45th Street

R. B. Nall Joins the Kellogg Sales Staff

Former Sales Manager of Davidson Talking Machine Shop Will Cover Northern Illinois and Indiana, Excluding Chicago

CHICAGO, ILL., June 4.—R. B. Nall, former sales manager of the Davidson Talking Machine Shop of this city has been selected to represent



R. B. Nall

the Kellogg Radio Division of the Kellogg Switchboard & Supply Co. in the territory covering Northern Illinois and Indiana, exclusive of Chicago.

The retail experience gained in radio by Mr. Nall will make him especially valuable in his new post. Mr. Nall thoroughly understands dealers' problems, and will be able to give Kellogg dealers the benefit of his experience.

Fromar Co. Appointed Kolster Distributor

Appointment of the Fromar Co., Harrisburg, Pa., as distributor of Kolster Radio in eastern Pennsylvania, has been announced. The territory allotted to the Fromar organization surrounds Harrisburg, including Altoona on the west and Williamsport on the north. Paul D. Bodwell will direct the sales of the Kolster line in this district.

Eveready batteries, Cunningham tubes, Magnavox speakers and Dubilier products are among the radio lines now handled by the Fromar Co. Troy B. Wildermuth, president of the organization, expressed gratification at the addition of Kolster Radio to their other successful lines.

Using Page Ads in "Post"

Another evidence of increasing Summer activity in radio is the announcement by Major Herbert H. Frost, vice-president of the Kolster Radio Corp., that the Kolster products will be advertised in full-page displays in the Saturday Evening Post during the Summer months, beginning with the issue of May 19. Advance copies of the advertisements are being sent to authorized Kolster dealers to display in their windows as a tie-up with the extensive Saturday Evening Post campaign.

Changes Name

The Great Falls Phonograph Co., of Great Falls, Mont., has changed its name to the Cory Music House. In addition to pianos, Edison phonographs, records and King band instruments are carried.



PERRYMAN RADIO TUBES

Distance Without Distortion

All
the A. C.
Types!



Get our 1928 proposition. Easier sales, unlimited guarantee and extra profit.

1. Extra profit in the sales price.
2. Extra profit because Perryman Types 226, 227, 280 and 281 have been perfected and improved and are guaranteed to give extra long life and service.
3. Extra profit because they stay sold. No replacements to eat up profits. (They must make good or we do.)
4. Extra profit because they bring back new business on their excellent performance.

See the Perryman Exhibit at the Chicago Show. We'll be in Room 502, Hotel Stevens. Be sure to get our attractive 1928 proposition.

PERRYMAN ELECTRIC COMPANY, INC.

33 West 60th Street

New York, N. Y.

Plant: North Bergen, New Jersey

PERRYMAN RADIO TUBES

A Complete Line of Standard Equipment for every Radio Purpose

Each month W. Braid White will suggest methods of stimulating retail sales of high-class music

Creating a Record Demand for Finest Music

Intelligent promotion of sales of good music means more substantial success for the retailers

Faith in the Best Music

ONE of the most encouraging features of the record situation, as I view it, is to be seen in the determination of houses like Victor and Columbia, to pin their faith to the standard of high-class music. This faith is constantly being expressed in one way or another, and one of the most striking of these is evident in the growing practice of re-recording music which has already made a place for itself in the older form. This practice is not, of course, being discussed very openly, for the simple reason that a great deal of the acoustically recorded music is still not only available but musically satisfactory. Certain instruments, and certain types of solo voice, recorded so well with the old horn and diaphragm that it would be absurd at this time to cast them aside. On the other hand, there is a great deal of such recording still available that represents singing or playing which can no longer be repeated since the artists are no longer on earth.

The "Unfinished"

Nevertheless, for orchestral, instrumental ensemble, choral or orchestrally accompanied solo work, there is nothing for it but to bring the catalogs up-to-date as rapidly as possible by re-recording; and this is now going on steadily. Personally, I am delighted with the results. Consider, for instance, that perennial favorite, the Unfinished Symphony of Schubert. How many thousands of men and women have obtained their first insight into the beauties of artistic music through listening to the old records of this lovely work, it is doubtless not possible to estimate; but the number is certainly vast. Now, any one who has heard this symphony played by a great orchestra in a suitable concert room knows that the old recording was defective, despite its many excellences, in respect of the range of the sounds it would record. Thus, the opening of the first movement of the Unfinished Symphony introduces a passage for the stringed contra-basses which, although it lasts only through a half-dozen measures, sets the emotional key of the whole movement and is tremendously impressive. The old recording does not, because it cannot, give the proper effect of this passage. What it does give is the series of upper partial tones above the fundamentals of the low bass notes. The resulting effect is not satisfactory and the impressiveness of the passage is lost. In order to comprehend what the electrical method of recording has done for the phonographic art, one only has to contrast its treatment of the opening passage of the Unfinished Symphony with that which the other system gave. There is simply no comparison.

Again the second (last) movement of the Unfinished Symphony opens with a wood wind and string passage which I have never heard brought out by the old method to even approximate perfection. The electric method brings out perfectly just what the other misses; namely the complete effect of the pizzicati (plucked) notes of the double basses and the low tones of the bassoons. Rightly reproduced, the tonal effect is singularly lovely; but only electrical recording can manage it.

If I were selling records I think I should take special care to let all my "high-class" customers know that it is worth their while to become extremely "dissatisfied" with their old-style orchestral records. Nothing is easier than to produce this dissatisfaction. It is only necessary to let owners of old style orchestral or ensemble records hear the re-recordings.

I could give many examples of what I mean in other fields also, as for instance in string quartets. It might seem as if the electrical method would not show up so markedly here, but in point of fact the relative difference is just about the same. The cello, nearly always thrust too much into the background by the acoustic recording, now stands out in its true prominence, and the delicate tones of the viola comes likewise into desired and needed clearness. For examples let me suggest the Columbia recording of Schubert's Death and the Maiden quartet, or the Victor version of the Schubert B flat trio for piano, violin and cello.

Piano Recording

I say again that if I were a phonograph dealer to-day I should never cease to find new reasons for being pleased with the way things are going. The new methods of recording are showing daily more remarkable results and among these none is more striking than the recent accomplishments in the field of piano recording. Let me just direct attention to the four records lately issued as one of the Victor Musical Masterpieces, containing the 24 Preludes of Chopin, played by Alfred Cortot.

I shall not waste the reader's time with an eulogy of Frederic Francois Chopin. The Polish composer has been written and talked about, interpreted and played, more often than any other man who ever wrote music for the piano. His name is probably, one of the three or four best known names in music. Millions who would not know a Nocturne from a Polonaise have heard of Chopin and to-day are learning through their ears something about his music. Anything that I could say would therefore be unimportant.

The Preludes

Chopin published in 1839 under the opus number 28 a set of short pieces to which he gave the generic name Preludes. Camille Pleyel, the music publisher and piano manufacturer of Paris, bought the work from Chopin for 2,000 francs, the equivalent of about \$400. Niecks, who was certainly in a position to know, declared that the Preludes were worked up mostly from sketches and jottings in Chopin's portfolio of casual memoranda, where he placed the ideas that came to him suddenly and at moments when he could not at once use them. All composers have had these musical stock-pots, whence they had drawn valuable material, later to be worked into larger forms. Beethoven, for instance, wrote down every idea that occurred to him in the famous sketch books, whose leaves have revealed so many of the secrets of his methods of composition. On the whole, it is safer to disregard the pretty legends which have clung around the origin of the Preludes and to suppose that Chopin found himself in need of

cash for his projected expedition to the Balearic Isles for the Winter of 1839 with Groeg Sand, that he gathered up his scattered music memoranda, worked them up into the 24 little-masterpieces of which we are now speaking, took them to Pleyel, and got his 2,000 francs for them. Yet, the simple and authentic fact remains that these 24 trifles (as so many of them really are) constitute an astounding work of genius, over the interpretation of which the greatest pianists and the greatest critics have argued unceasingly for ninety years.

Through a good many of the Preludes any school girl can play her way correctly enough; yet each and every one has in it something which will catch and hold the best efforts of the greatest of keyboard artists. Anyone can play the notes of most of them; but the highest skill of the greatest artist will not exhaust their emotional possibilities.

Cortot

Cortot has fulfilled his task nobly. Himself, a Frenchman, and one of the finest of contemporary pianists, he has always been a careful student of Chopin and has acquired a worldwide reputation as an interpreter of the Polish tone-poet's works. Cortot is by no means a sentimentalist and his interpretations of Chopin are marred by no such overdone mannerisms as often spoil the playing of de Pachmann and others of the same temper. Yet he manages here to give not merely an adequate but an intensely interesting interpretation of the famous 24. In particular I would direct attention to the 3rd, the 6th, the 13th, the 16th, the 20th, and the 23rd, as specimens of Cortot's amazing, almost uncanny, mastery both of the keyboard and of Chopin's peculiar idiom.

Sell the Music Lovers

There should be not the least difficulty in selling these records. Every piano teacher in town ought to be made immediately and thoroughly acquainted with them. Given a full-sized machine of the most modern type, one can get results from these records which not even the most fussy of musicians will quarrel with. I will not say that the effect on the ear is the same as one gets from actually listening to the same artist at the piano in a concert room; but I do say that for style, interpretation, method, for an illustration which can be used over and over again, with the printed music in hand, of how a great artist plays these Preludes, nothing could be finer.

It is in work of this kind that the phonograph dealer can find ways of reaching the hitherto unreached and unreachable musical mind, which to so large an extent still refuses to take the phonograph seriously. As I have always said, "get the musicians, the piano teachers, the school-music teachers, the organists, the musical society members, on your side. Get them and you have got the whole community."

And it might be added that when one has "got" the whole community, in the sense discussed above, one has got a good deal more than might appear from the context. One has then a steady and ever profitable record business.

VAN VEEN SOUND-PROOF BOOTHS and **MUSIC STORE EQUIPMENT**
Write VAN VEEN & COMPANY, Inc., 313-315 East 31st Street, New York City

THE NEW SPARTON

AN announcement of new achievements that will sharply influence the entire radio industry is to be made by Sparton at the Chicago show. Dealers not attending the show are invited to file their names with us AT ONCE, to receive by mail the full details of a very definite step ahead in radio design and sales. We promise interesting disclosures.

THE SPARKS-WITHINGTON COMPANY
JACKSON, MICHIGAN

Be SURE to visit our
DEMONSTRATION ROOMS

Rooms 505, 904, 905 and 906
Stevens Hotel, Chicago

June 11th to June 16th



MAIL THIS COUPON
The Sparks-Withington Co., Jackson, Mich.
Send me full information about the new Sparton
and the dealer franchise.

Name _____
Address _____
City _____

(217)

Everybody

The one thing the whole



"I'm glad Daddy got a Shamrock. It's so easy to operate."

"I never was this popular before. I guess it must be that the crowd likes the new Shamrock up at our house."

"I didn't know what selectivity really was, till I heard Shamrock for the first time."



**JUST
PLUG IT IN
YOUR LIGHT
SOCKET**

It Took Seven Years to Develop This Receiver



NEVER content with resting on its laurels—Shamrock again steps ahead this year with the new Dynamic Electric—the logical yet sensational result of seven years of radio engineering and experiment.

Judge it critically, severely, without bias—and you will see why dealers who are veterans in radio, who are usually blind to radio advertising claims and deaf to salesmen's spout-

\$95 list (less tubes)

Now the DYNAMIC ELECTRIC

likes a Shamrock family agrees on!



"I'm getting acquainted with my own children again, now that Shamrock keeps them home in the evening!"

"Bob's going to give me a Shamrock for our new little home."

"OH boy! but can't I drag in the stations . . ."

ing—why these "hard-boiled" radio men are placing their money on the Shamrock Dynamic Electric. Judge it yourself! That's all we say. Judge it for distance, for selectivity, for volume, for tonal value. The Shamrock Dynamic Electric is not "just another electric." It is the newest advance in radio by one of the pioneer builders of radio. Hear it!

Shamrock Cabinets are available in finishes to accord with every color scheme—Antique Walnut, Chinese Green Lacquer, Mandarin Red Lacquer, Ebony and Gold, and Ivory. Their beauty of design and decorative carved wood panel make them effective on any type of table, cabinet, or console, yet they are modestly priced at only \$95 list.



National advertising with a real human interest appeal is broadcasting the good news that here at last is a radio set the whole family agrees on!

SHAMROCK

DYNAMIC ELECTRIC

160 Summit Street

Newark, N. J.

OkeK
ELECTRIC

A

Complete List

of

OkeK
ELECTRIC

Distributors

THE ARTOPHONE CORPORATION
1624 Pine St., St. Louis, Mo.

THE ARTOPHONE CORPORATION
McCall Building
Memphis, Tennessee

THE ARTOPHONE CORPORATION
203 Central Exchange Building,
804 Grand Avenue, Kansas City, Mo.

GEORGE CAMPE
611 Howard Street, San Francisco, Cal.

CONSOLIDATED TALKING MA-
CHINE COMPANY
227 W. Washington St., Chicago, Ill.

CONSOLIDATED TALKING MA-
CHINE COMPANY
2957 Gratiot Ave., Detroit, Mich.

CONSOLIDATED TALKING MA-
CHINE COMPANY
1424 Washington Ave. So.,
Minneapolis, Minn.

GROSSMAN BROS. MUSIC
COMPANY
2144 E. 2nd Street, Cleveland, Ohio

JUNIUS HART PIANO HOUSE, LTD.
123 Carondelet St., New Orleans, La.

HAWAII MUSIC COMPANY
1021 Fort Street, Honolulu, Hawaii

L. D. HEATER
469½ Washington St., Portland, Ore.

IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.

OKEH PHONOGRAPH CORP.,
(New York Distributing Division)
15 W. 18th St., New York City

PACIFIC WHOLESALE, INC.
433 E. Twelfth, Cor. Wall Street,
Los Angeles, Cal.

JAMES K. POLK, INC.
217 Whitehall St., S. W., Atlanta, Ga.

JAMES K. POLK, INC.
1315 Young St., Dallas, Texas

JAMES K. POLK, INC.
803-05 West Broad St., Richmond, Va.

THE Q. R. S. MUSIC CO.
1017 Sansom St.
Philadelphia, Pa.

STERLING ROLL & RECORD
COMPANY
322 Race Street, Cincinnati, Ohio

OkeK
ELECTRIC

Radio Stocks in the Hands of Dealers

Bureau of Foreign Domestic Commerce
Compiles Figures Showing Stocks of
Radio Merchandise as of April 1, 1928

In a compilation of the merchandise in the hands of radio dealers as of April 1, 1928, made by the Electrical Equipment Division of the Bureau of Foreign and Domestic Commerce, Washington, D. C., with the assistance and co-operation of the Radio Division of the National Electrical Manufacturers' Association, the following totals are reported from 8,291 dealers who replied, of the 31,798 to whom questionnaires were sent. The figures of the stocks in hand as of January 1, 1928, are also given for comparison purposes. Receiving sets, battery operated: 49,682, April 1; 62,778, January 1; AC operated, 31,069, April 1; 25,584, January 1. Loud speakers: ordinary, 67,952, April 1; 74,771, January 1; amplified, 3,126, April 1; 3,054, January 1. Batteries: storage "A," 37,579, April 1; 42,500, January 1; 45 volt dry "B," 142,060, April 1; 188,376 January 1; 22½ volt dry "B," 47,370, April 1; 59,204, January 1; 4½ volt dry "C," 82,673, April 1; 88,409, January 1.

Socket power units: With "A" storage battery, 6,523, April 1; 8,536, January 1; without storage battery, 5,403, April 1; 7,169, January 1; "B," 16,999, April 1; 20,882, January 1; "A" and "B," 10,987, April 1; 13,166, January 1. Tubes (receiving); power (output) 77,970, April 1; 79,125, January 1; AC, 154,603, April 1; 115,004, January 1; battery tubes, dry, 136,150, April 1; 144,210, January 1; storage battery tubes, 274,516, April 1; 299,471, January 1. Tubes (rectifying): high voltage for "B," 29,553, April 1; 28,644, January 1; low voltage for "A," 11,093, April 1; 11,169, January 1.

Jewell Issues Cata- log of Instruments

Full Line of Electrical Measuring Instru-
ments Made by the Jewell Electrical
Instrument Co. Is Described

CHICAGO, ILL., June 6.—One of the most complete catalogs ever issued devoted to a description of electrical measuring instruments has been issued by the Jewell Electrical Instrument Co., of this city. This catalog, known as No. 16, consists of 112 pages, giving a complete description of the products manufactured by the company, and it is profusely illustrated. A foreword on page 2 explains the slogan which is being used in Jewell advertising and which forms a running head over each page. The slogan is "Twenty-eight years making good instruments." The "twenty-eight" years refers to the period in which the organization has been engaged in continuous research, development and manufacture of electrical measuring instruments; "making good instruments" is the claim, conservative and honest, which is the ideal every Jewell employe, executive and instrument maker alike, strives to uphold.

Among the many instruments made by the Jewell organization for use with radio sets and which are illustrated and described are the A-B Relay for accomplishing trickle charging and B-eliminator switching automatically; voltmeter, pattern No. 190, designed principally to take care of the demand for a small panel type instrument in sets using alternating current; the Jewell Tip-Jack Voltmeter, the Double Reading Two-inch instrument; Pattern No. 135-B voltmeter for "A" and "B" battery checking; the AC-DC set Analyzer, pattern No. 137, designed for servicing both AC and DC operated radio sets; pattern No. 133-A set analyzer for the dealer servicing only DC

MICA DIAPHRAGMS

Immediate delivery—all sizes
Send for free samples and prices
All Mica Products

INTERNATIONAL MICA CO.

Phone
Barino 535 PHILADELPHIA, PA. Cable
Filasso, Phila.

operated sets; pattern No. 133 set analyzer, similar to the 133-A, with the exception that it is designed for reading at lower ranges. Other service test sets include pattern No. 117, built in two sections, the upper containing the instrument panel and tool drawer, the lower a compartment for carrying a set of batteries; the direct reading vacuum tube test set, pattern No. 130, designed to eliminate the necessity of plotting curves to obtain tube characteristics; radio test set, pattern No. 145, designed to cover the sets using the new types of tubes, particularly those requiring high voltages. The tube checkers include the AC-DC tube checker, the DC tube checker and the Junior tube checker, which is designed for checking tubes at home.

A variety of other instruments, including the B-eliminator tester, grid leak tester, direct reading capacity meter, a high resistance voltmeter for B-eliminator testing, B-eliminator checker, a de luxe portable voltmeter, many other patterns of voltmeters, a lightning arrester, panel cutters and portable resistors are described and illustrated in the catalog.

Orval Simpson, president of the Jewell Electrical Instrument Co., states that any electrical engineer or individual using or specifying the use of instruments in any quantity can secure a copy of the catalog by writing the Jewell offices on his firm's stationery.

Canadian Splitdorf Manager a Visitor

G. Ryan, manager of the Splitdorf interests in Toronto, Canada, was a recent visitor to the headquarters of the Splitdorf Radio Corp., in Newark, N. J. He announced that the manu-



G. Ryan

facturing and assembly departments of the Toronto branch are now located in larger quarters, occupying the entire building at 44 Carlton street, where automotive and radio products are turned out. The Canadian company has arranged to take care of a large production of radio receiving sets, and a banner year in radio is expected.

THE MOST DRAMATIC RADIO ANNOUNCEMENT OF 1928!



New "Pace Makers" in Radio with Full FEDERAL ORTHO-SONIC TONE

FEDERAL will christen two new, distinctive, popular priced, all-electric receiving sets using A. C. tubes; a new, low priced, 6-tube battery model and other business getting additions to its line at the R. M. A. Show. These sets will be "Pace Makers" in Radio—a step ahead of the rest of the field.

Beautifully designed . . . Distinctively new in style
Compact in size . . . Marvels in selectivity
Deep, rich Ortho-sonic tone . . . All self-contained
Inviting low prices that will bring new radio business to the Dealer—

AND

Built by a manufacturer whose reliability and products are firmly established in the industry.

The Federal Line is getting the business because of its complete selection of both all-electric and battery sets, because of its wide price range with a model for every purse and because of the recognized quality of Ortho-sonic Tone—now conceded to be the biggest selling factor in radio.

A New National "Trade-in Plan" that is Bringing Quick Profits

This selling plan was tried by hundreds of "Designated Federal Dealers" during February, March and April. 283 reports showed an average of over 128% increase in radio business over the same months in 1927. This plan on a country-wide basis is exclusively Federal's—an innovation in the industry. It makes every one of the twelve months a *radio month*.

FEDERAL RADIO CORPORATION, BUFFALO, N. Y.

(Division of The Federal Telephone Manufacturing Corp.)

OPERATING BROADCAST STATION WGR AT BUFFALO

Federal Ortho-sonic Radio, Ltd., Bridgeburg, Ont.

FEDERAL ORTHO-SONIC RADIO

Licensed under patents owned and/or controlled by Radio Corporation of America, and in Canada by Canadian Radio Patents, Ltd.

See you at the R. M. A. Show, Room 534 and Spaces 81 and 82. If you don't attend, use this coupon

* Federal's fundamental exclusive development making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1,587,470

FEDERAL RADIO CORPORATION,
1738 Elmwood Avenue, Buffalo, New York

Please send me the facts about the new Federal "Trade-in" Plan and the new Federal Ortho-sonic Models.

Name

Address City

Cash Bonuses for Extra Efforts Build Volume

San Antonio Music Co. Offers Incentive to Record Sales Staff and Is Rewarded With Business Gain

By B. C. Reber

AN ingenious plan for increasing the amount of each sale has been worked out in the record department of the San Antonio Music Co., of San Antonio, Tex., which, because of its economical operation and effectiveness, is worth passing on for the benefit of other dealers. The plan is described by J. E. McDonald, general manager of the firm:

"By a unit sale, we mean the amount in dollars and cents in merchandise sold to each customer. When this is taken into consideration it will be found to have an important bearing on the success of any department. It is evident that the overhead on a sale totaling \$5 is little if any more than one amounting to 50 cents, and if the sales force can be educated to boost the unit sales to a maximum amount without annoying or overselling the customer, then the firm will be benefitted accordingly.

Study Sales Totals

"A few months ago in making a survey in our record department we found that the total of each sale was not at all what we thought it should be. The idea that persisted in the minds of the sales people was that if they sold one record to a customer, that constituted a sale and the transaction was closed. Very seldom was any special effort made to sell more than one or two records, and above that the sale was a matter of persistence on the part of the customer.

"In studying over this problem we concluded that the fault was not with the sales people, but in our management. The employees of a store look up to the management for ideas and suggestions for increasing sales or improving the service. If the manager is content to let things roll along without any changes, his attitude is reflected in the efforts of the employees, and he has no one to blame but him-

self if the sales volume is not what it should be. The employees must be encouraged.

Creating the Urge to Sell

"To do anything there must first be an incentive. No definite action can be taken until some urge has been created, and that urge must be purely personal. A firm may tell its employees that they should sell so many records during the week. The next week it may tell them that they should sell so many more. For a week or two this plan may prove successful and some results will be obtained. But if it is to enjoy a continued success it must have some stipulation whereby the employe will be benefitted for any special effort.

"We have had sales meetings and sales conferences wherein we told our employes of plans we had in mind for stimulating business. We have endeavored to make them realize that in the success of the business lies their success; that if we do a good volume they will benefit. But if we ask special effort beyond what an employe considers an average week's work the result will be a failure unless we are willing to pay something for that effort.

"We wanted to increase the amount of each individual sale. Instead of having sales slips for 75 cents, \$1 and \$1.50 we wanted slips for several times that amount. We felt that we had the field if it was properly worked. We felt that if through some special plan we could increase sales without increasing overhead we would profit accordingly and would be getting a lot of the business that existed, but which we were letting pass by.

Remuneration for Highest Unit Sales

"The result of our studies was that we worked out a sales plan whereby a small weekly cash prize is given to the sales person in our record department who has the largest unit sales in dollars and cents. We figure that in this way: If a sales girl has 1,000 sales slips at the end of the week, and her total sales amount to \$2,000, then her unit sales average \$2 each.

"We explained the plan to our sales girls and told them of the cash bonus that would be awarded at the end of each week for the girl who had the highest unit sales average. We have four girls in this department and they are all experienced and reliable, so it is not surprising that we expected some good results, and that is just what we got.

How the Plan Worked

"In order to give an idea of how close these four young ladies came in their averages, here are the figures for the last week: \$1.85; \$2.63; \$2.65, and \$2.71. This is but one week's figures, but the rest are similar. It shows the amount of interest shown, how hard each one is trying. And, there is a good feature in the fact that they are all so close that none get discouraged, but feel inspired to try harder next week.

"The increase in sales comes from various sources. One of these is in the sale of record books filled with six records. The sales on these books will run up to six or seven dollars per sale, which is a great improvement over the sale of a single record. There is also a greater effort on the part of the sales girl to sell more records. Each customer is canvassed for all the business that can be had. It is the customer who drops out now, and not the sales person.

"During the time this plan has been in effect our record sales have shown a wonderful increase. It is impossible to tell off-hand how much this has been, but I believe, between 15 and 25 per cent would be a good estimate. In addition to that the sales girls are more alert. A customer is given immediate service as soon as he enters the department. He not only hears the records he inquired about, but others are left for him to play. Novelties are pushed, and we have enjoyed a good demand in these. The plan has proved highly satisfactory in every respect, and the small prize we give each week is money well spent."

To the merchant seeking an economical and effective way for boosting his record sales this

How to Sell Records

By Ethel B. Good

Emerson-Hiltbrunner Co., Cedar Rapids, Ia.

If someone walked into your store and asked for some record or other, Would you wrap it up, say "thank you," without playing another?

Or would you, with a happy smile, suggest another brand new,

And get them interested enough to want to hear it, too?

And while they are listening to that just watch the way it "hits" them,

Then step out, get another, the kind that you think "fits" them.

Have you tried pointing out the good points, asking them especially to listen,

Then did not talk but watch 'em smile and note that you're not missin'?

But, heavens, don't act like you're mad at the world, you don't look good that way;

Act pleased when you meet a customer and you'll increase your sales each day.

Don't take in a bunch of the latest hits and say, "Here, listen to these";

But tell about them and play them yourself; they're much more likely to please.

The more enthused and "peppy" you are the better they like to stay,

And you can sell them twice as many by simply acting that way.

If the record they want isn't your kind, if it's a Scratchold, or maybe another,

Tell them you have it on Brunswick, and it far surpasses the other.

Try calling your regular customers up on the 'phone and letting them know

That you've just received a keen, new hit and that it's sure to be a "go".

When the old folks come in to listen do you play them a snappy dance tune?

Don't you know they'd like something dreamy and soft, like "Honolulu Moon"?

There are any number of dancing hits that will strike the collegiate set,

So tell them about the orchestra or the artist you have met.

And don't forget that you can smile, don't be a "dead in the shell."

Treat your customer right from the start, for records are made to sell.

The more you sell the more Brunswick'll make and the better they'll be,

So make up your mind when they come to buy one you can often sell them three.

plan is recommended. It stimulates interest on the part of the employe, and it sustains this interest through the weekly bonus.

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works

47 West Street

New York

TONE ARMS

By the Manufacturers
of the world-famous
Thorens Motor

A COMPLETE line of tone arms made by HERMANN THORENS, Ste. Croix, Switzerland, including the popular straight and "S" shapes; acoustically correct in design. The workmanship is of the highest quality with prices exceptionally low.

A wide variety of sound boxes is also available. Write for complete details.

THORENS, Inc.

Sole Distributors for U. S. A.

450 Fourth Ave. New York City

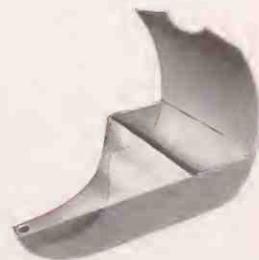
ALLEN NOW OFFERS THE GREATEST PORTABLE VALUES EVER CREATED

A COMPLETELY new line of Allen Portables . . . a revolutionary new principle—more volume—fuller tone . . . faster sales—more profits for you.

First, we show you the Allen No. 20. The only portable in its price class with a built in air column horn. Just one of many exclusive features you may now offer to your trade. Hear and see this wonderful little musical instrument. It is a sure seller.

Now turn the page . . . another Allen achievement awaits you . . .

The Allen
Portable No. 20
List \$15.00



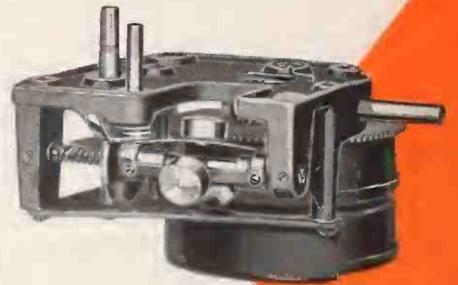
Full volume long air column horn—a feature of the No. 20—and an important part of the new Allen Method of Reproduction.

SENSATIONAL NEW SURE TO INCREASE

THE ALLEN PORTABLE No. 6

LIST \$25.00

Double spring motor,
strong pulling, even run-
ning... plays 3 to 4 records. A
feature of the Allen No. 6.

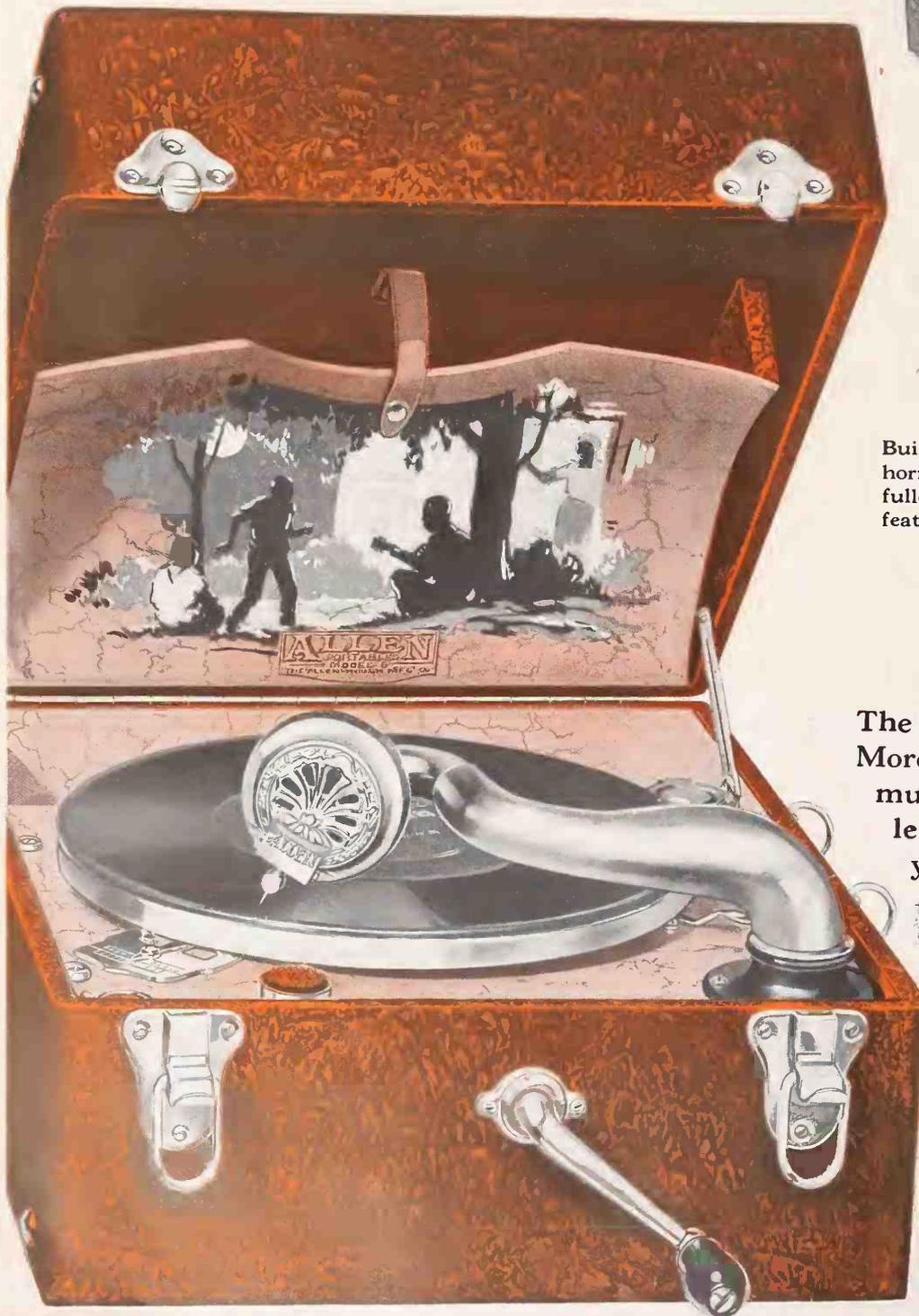


The finest repro-
ducer ever to grace
a portable—perfect
performance. A
feature of the Allen
No. 6.

Built in long air column
horn... more volume,
fuller rounded tone. A
feature of the Allen No. 6.



The finest portable ever designed.
More real tone quality, greater
musical range, and much ful-
ler volume than any portable
you've ever heard. Standard
Allen quality throughout
plus exclusive selling fea-
tures—double spring, 3-
to 4-record motor, long
air column horn, in-
comparable reproducer
—the New Allen Method
of Reproduction!



THE GREATEST PORTABLE

OUR NEXT AD
in the Saturday Evening Post
June 23, 1928



Magic
MOMENTS

PRODUCTS YOUR SALES

DEALERS told us how to build our original line, and many thousands of these portables have been sold to our mutual profit.

You told us that you needed new developments . . . and *here they are* in the most sensational new products we believe have ever been created. Exclusive features that aid you in selling—greater portable values than ever before! Allen quality throughout, in standard colors—red, blue and black of Du Pont Fabricoid cushioned on velvety padding. Convincing new selling points which are bound to increase your sales and profits.

The livest jobber near you is undoubtedly an Allen Distributor. Telephone, write or wire him today for samples of this remarkable new line. Or, address us direct for free catalog and special merchandising plan. Obey that impulse . . . profit most by acting now!

The market is created for you. Consistently each month Allen advertising goes into more than 3,000,000 homes—helping you sell!



THE ALLEN
Portable No. 5
LIST \$20.00

The most popular portable on the market today. A consistent seller, and an important part of the Allen line . . . now priced even more favorably!

ALLEN PORTABLES

ALLEN-HOUGH MFG. CO.
RACINE, WISCONSIN
FACTORIES: RACINE AND NEW YORK

LINE EVER CREATED

FASTEST SELLING PRODUCT *ever in this business*

\$7.50
list price



Instantly gives you real electrical reproduction on any phonograph, and retails for just \$7.50, with a liberal profit margin for Jobbers and Dealers.

NEVER before in this business has a product caused so much immediate interest as Phono-Link.

Jobbers and Dealers everywhere are writing for details. Why . . . because Phono-Link is "natural" . . . a product which will sell the moment your customer hears it!

And no wonder . . . Phono-Link is the easiest thing in the World to attach and operate—you don't even have to remove a tube to change from radio to phonograph. It is the lightest pick-up ever designed (barely 2½ ounces) and therefore is least wearing on your records.

Phono-Link comes to you absolutely complete and ready to operate on any radio. Every package contains connectors for both A C and battery operated sets, with adaptors for old style tube sockets. You don't have to wonder whether it will fit this radio or that . . . it is complete for all radios. Everyone to whom you've sold a radio or a phonograph, will immediately want a Phono-Link!

What a market . . . if you have not wired or written for our Merchandising Plan, by all means, do so today. Your Jobber will gladly supply samples!



**This Attractive Display
Makes Selling Easy!**

Phono-Link

PATENTS PENDING

Allen-Hough Manufacturing Co.
Racine, Wisconsin

FACTORIES:
NEW YORK AND RACINE

Makers of the famous
Allen Portables

House Votes Medal in Honor of Edison

Secretary of Treasury Authorized to Strike Off Gold Medal in Commemoration of Achievements of Famous Inventor

WASHINGTON, D. C., May 28.—A joint resolution authorizing the Secretary of the Treasury to strike off a gold medal in commemoration of the achievements of Thomas A. Edison has



Thomas A. Edison

been adopted by the House of Representatives.

Duplicate medals in bronze would be made and sold in whatever quantities may be required and at a price sufficient to cover the cost, it is said.

In reporting the resolution, which was introduced by Representative Perkins, of New

Jersey, the House Committee on Coinage, Weights and Measures estimated the monetary value of industries entirely based on the inventions of Edison, or materially stimulated by his inventions, at \$15,599,000,000, distributed as follows: Motion pictures, \$1,250,000,000; telephones, \$1,000,000,000; electric railways, \$6,500,000,000; electric lighting, \$5,000,000,000; electric supplies, \$857,000,000; fixtures, \$37,000,000; phonographs, \$105,000,000; car shops, \$109,000,000; dynamos and motors, \$100,000,000; batteries, \$5,000,000; concrete, \$271,000,000; telegraph, \$350,000,000; wireless telegraph, \$15,000,000.

Dubilier Corp. Opens Ad and Sales Offices

In order to maintain closer contact with the radio and electrical trades which it serves, the Dubilier Condenser Corp. has established an office at 10 East Forty-third street, New York City, for its sales and advertising departments. Heretofore these departments have been included in the general office at the Dubilier factory at Woodlawn.

At the new offices are located W. H. Lipscomb, the recently elected president of the Dubilier Condenser Corp.; G. E. Palmer, general sales manager; J. A. Fried, industrial sales manager, and J. George Uzmans, advertising manager. The corporation's factory is located at 4377 Bronx boulevard, as before.

Lion Store Opens Quarters

The new phonograph rooms of the Lion Music & Jewelry Store, in Laredo, Tex., have been beautifully finished in ivory and Manager Sam Gurwitz is pardonably proud of the new quarters. Brunswick phonographs and records are handled, and plans are under way for an aggressive sales promotion campaign.

Plan Big Campaign on Symphonic Radios

Attractive Brochure Illustrates and Describes New Amrad Corp. Products—National Advertising Campaign Planned

The new Symphonic Series of radio receiving sets produced by the Amrad Corp., Medford Hillside, Mass., has been interestingly presented by means of a particularly attractive brochure in heavy cover and in colors. The four new models have been reproduced in natural colors and there is also illustrated display material for the dealers. The national advertising campaign is described and this year will include the Saturday Evening Post, Liberty, House & Garden, Life, Town & Country, Spur and Radio News. With these publications it is estimated the Symphonic Series will be advertised to ten million homes with from twenty to thirty million readers during the radio season. Newspaper advertising, in co-operation with Amrad dealers, will commence in June and run until December of this year.

An accompanying eight-page folder entitled "Facts About the Symphonic Series" presents technical information about Amrad electrical radio receivers and accessories for distributors, dealers and their salesmen.

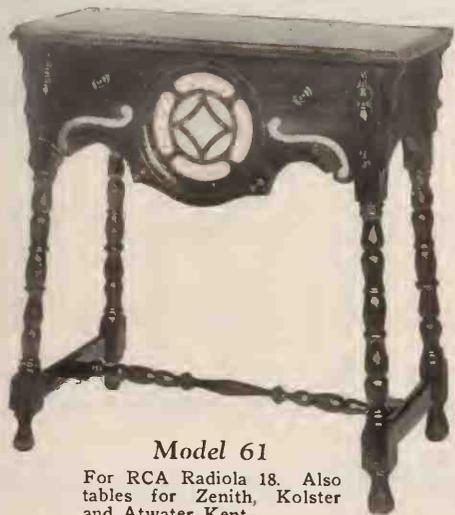
Sousa for Northwest Show

MINNEAPOLIS, MINN., June 6.—John Philip Sousa and his famous seventy-five-piece band will be one of the attractions at the Seventh Annual Northwest Radio & Electrical Show, which will be held at the new Minneapolis Auditorium the week of September 24 to 29. This is but one of the many attractions being arranged for this exposition, which promises to be one of the most successful held here.

The *Stencola* Line of Radio Tables



Equipped with Model 100A
RCA Speaker



Model 61
For RCA Radiola 18. Also tables for Zenith, Kolster and Atwater Kent.

Write for
Prices and
Catalogs



Model 80
Will accommodate RCA Radiola 18 or any other set on the market.

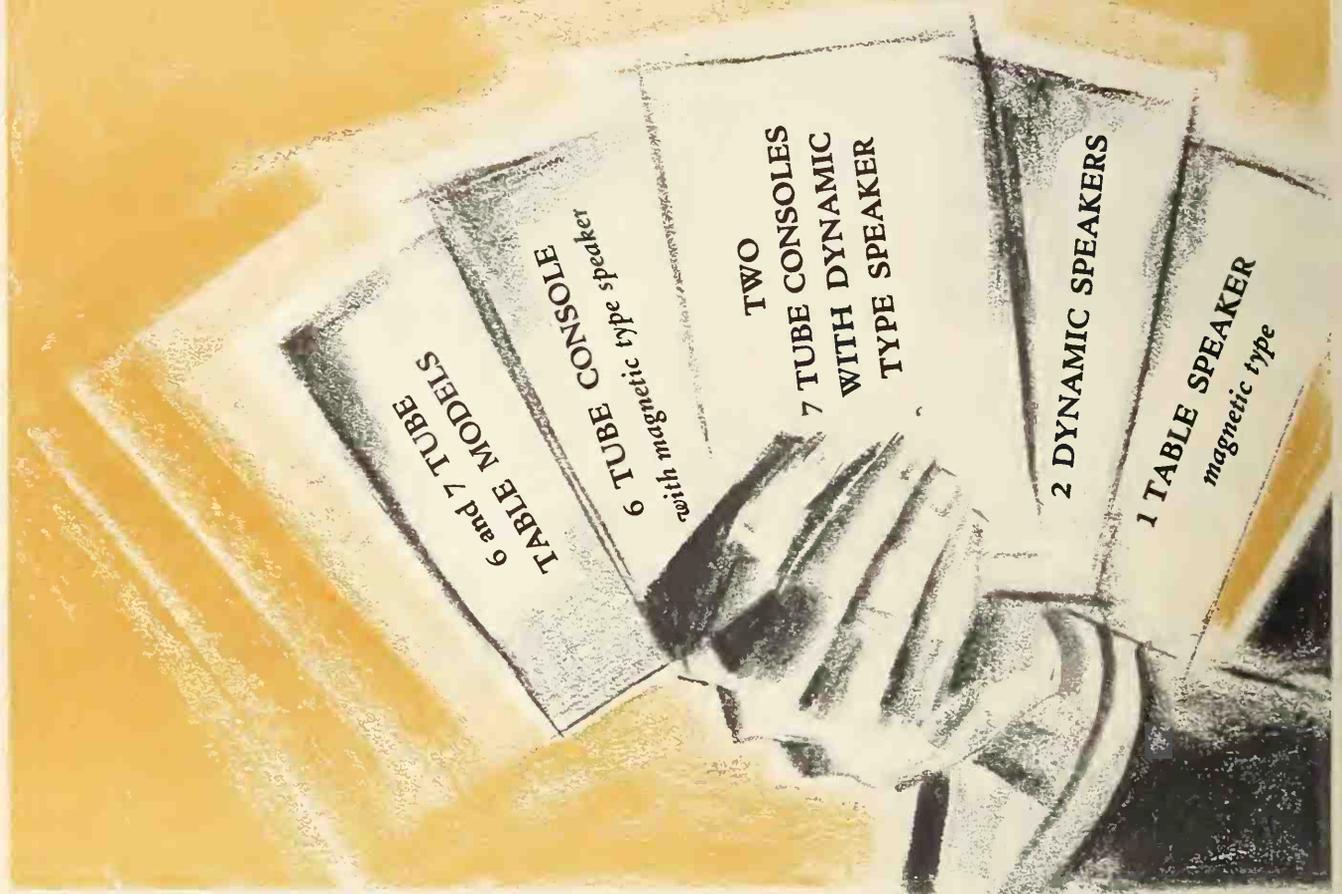
Manufactured by
STETTNER PHONOGRAPH CORP.

Telephone: Butterfield 4777-2932

"Pioneers in Radio Cabinets"

Factory and Show Rooms — 314 - 322 East 75th Street, New York

THIS is the winning hand!



THESSE cards will be laid on the table at the R M A Trade Show, New Stevens Hotel, Chicago, June 11 to 15.* ♣ The dealer who sits in on the business of 1928-9 with this hand is sure to rake in the blue chips! ♣ He will have a card to play on Table Models that will be ace high over any competition. ♣ He will have Console Models of such a style and quality at such a price that lots of his customers who thought they



could only afford a Table Model will change their minds. ¶ And he will have Power Reproducers and a Table Cone which will run up a nice volume of business by themselves. ¶ Such is the Kolster Hand for 1928-9. ¶ Keep a poker face to everyone until these cards are laid face up on the table, and take no action till then.

(*) NOTE: The Kolster Line will be on display at Booths 60, 61 and 62, on the ballroom floor. As you approach the Booths take note how strongly the beauty of the cabinets impresses you as you get your first glimpse. That first impression is valuable because that's the customer's point of view as he enters your store.

To Concentrate on Manufacturing

Bush & Lane Piano Co. Closes Retail Branch Stores in Portland, Seattle, Detroit, Port Huron and Flint

With a view of carrying out most completely its new policy of concentrating all its activities in manufacturing, the Bush & Lane Piano Co., Holland, Mich., has closed out its branch stores in Portland, Seattle, Detroit, Port Huron and Flint, and has thus retired entirely from the retail field. In the future the company will devote its entire efforts to the production of pianos, phonographs and radio apparatus.

The development of the new policy is credited chiefly to E. P. Stephan, who took over the general management of the company some time ago and who has brought into his work a substantial fund of creative and executive ability, having had a wide experience as

a manufacturer, factory organizer and sales executive in the furniture industry. Mr. Stephan is not only prominent in the furniture world, being the president of the National Furniture Manufacturers' Association, but has also figured in public affairs, having held the office of Mayor of Holland for five years.

Chester L. Beach, president and treasurer of the Bush & Lane organization, who has been connected with the company for over twenty years, and who has been one of the great stimulators in the development of the Bush & Lane organization, is particularly keen about sales and promotion work, and thus is particularly interested in the new policy of the company. His associates on the executive board are William H. Beach, vice-president, and V. R. Hungerford, who, through his long association, has acquired a thorough knowledge of the Bush & Lane business and its progress.

The Bush & Lane Piano Co. intends to devote considerable attention to the development of the phonograph and radio business, in addition to its plans in the piano field.

Australian Store Has Modern Layout

Phonographs, Ltd., of Perth, Australia, Spared No Expense in Fitting Establishment With Regard for Comfort

Sparing no expense in outfitting its store on the most modern and efficient lines and giving every attention to the promotion of the cus-



Interior of Phonographs, Ltd.

tomers' comfort, Phonographs, Ltd., Edison and Columbia representative in the Trinity buildings, 671 Hay street, Perth, Australia, has won the reputation of being the most attractive store of its type in Australia. H. R. Howard, manager of the establishment, in a recent letter to The Talking Machine World, described the store in detail, paying particular attention to the audition rooms, saying: "These rooms are all furnished in drawing-room fashion, thus enabling the instruments to be displayed in the correct atmosphere, and creating the effect necessary with intending buyers.

"The smallest of these rooms is ten feet by ten feet, and all walls are padded with a two-inch thickness of cork slabs, over which plaster board is placed, and the walls papered. The cork padding has proved to be entirely sound-proof, and, unlike the glass partitions, which are usually used, it does not allow for stridency or undue harshness in the reproduction of the instrument. The main window of the establishment is the largest in the Commonwealth given over to the display of phonographs and records exclusively."

The accompanying illustration gives an idea of the attractive interior of the establishment and the volume of records carried in stock.

Secure Short Wave Adapter

DAYTON, O., June 5.—The A-C Dayton Co., in conjunction with the Radio Products Co., has acquired the sole right of manufacture in this country of the Flewelling Short Wave Adapter, which makes possible the receiving of inter-continental radio programs. It is understood that the device will be marketed within the next year and will be workable with the present-day receiving sets. E. T. Flewelling is now associated with the A-C Dayton Co. as consultant and development engineer.

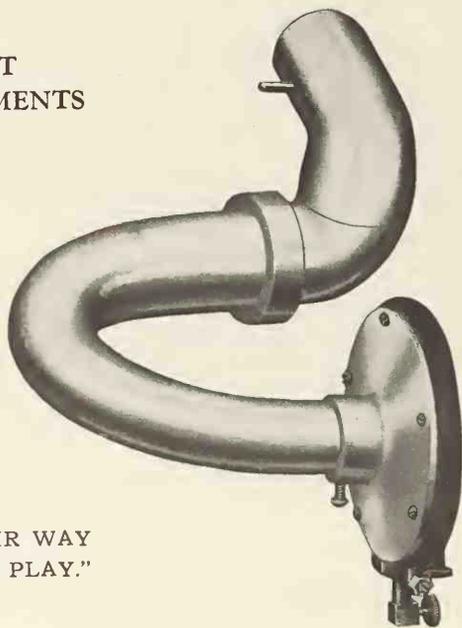
New Store in Seymour, Ind.

The E. H. Hancock Music Co., Seymour, Ind., recently opened its new store on Chestnut street. The crowd attending the opening was so great that many were unable to gain entrance. Approximately 3,500 people attended the opening and Mr. Hancock gave his visitors souvenirs and flowers, while an orchestra and soloists entertained those present.

The
KENTONE
REG. PAT. OFFICE.

ATTACHMENT NO. 2

KENT
ATTACHMENTS



"WIN THEIR WAY
BY THEIR PLAY."

EXCELS IN
Value
Quality
Material
Workmanship
Simplicity
Durability
Practicability



Noteworthy for
Grace
Beauty
Tone and
Execution

With its full curved, continuously tapered goose-neck, made of seamless brass tubing, correct in principle, faultless in design, delightfully harmonized and carefully assembled, it is

The Latest and Best Device for Playing
LATERAL CUT RECORDS on the
EDISON DISC PHONOGRAPH

Made by

F. C. KENT COMPANY, Irvington, N. J.

Manufacturers of Tone Arms and Sound Boxes



BERG
Artone
PORTABLE
PHONOGRAPHS

The Most Complete Line

Seven Models Described Below

Write for new circular



The Smallest

ARTONE No. 14, \$12.50
*A flat model with five
tone.*



The Largest

ARTONE GRAND, \$35
*A strictly de luxe
portable with 44 inch
tone column and
special reproducer.*



tone
AND VOLUME
from long horns!

Seven Models

No. 14	-	-	-	\$12.50 List
No. 828	-	-	-	15.00 List
No. 728	-	-	-	16.50 List
No. 528	-	-	-	20.00 List
No. 228	-	-	-	25.00 List
Grand	-	-	-	35.00 List
No. 30, with electric pick-up	-	-	-	32.50 List

BERG A. T. & S. CO., Inc.
Long Island City, N. Y.

Annual RMA

Show and Con



Major Herbert H. Frost

THE Fourth Annual RMA Convention and the Second Annual RMA Trade Show this week at the Stevens Hotel in Chicago is without question the most important event ever staged by the radio industry. From June 11 to 15 Chicago is the radio capital of the United States, and leaders of every phase of the industry, as this is being written, are pouring into the city. Manufacturers, jobbers and dealers, and also broadcasters numbering between twenty-five and thirty thousand, it is estimated, will participate in the convention and view the exhibits.

Approximately three hundred manufacturers, who produce 90 per cent of all radio apparatus made, will have exhibits in the exhibition hall and the grand ballroom of the Stevens Hotel, and the thirty thousand square feet of space devoted to the showing of 1928-29 products is jammed. Complete new lines of radio receivers, speakers, cabinets, tubes, batteries, power units and scores of other radio products are being shown in the exhibit space and on every floor of the hotel. Thousands of invitations to view the exhibits and attend the open meetings of the RMA have been distributed and it is certain that the new lines will attract more attention than at any previous show held by the industry.

The RMA Trade Show and Convention is more than a showing of new models and a gathering of a few trade representatives. It is a definite step toward stabilization of the industry. It is designed to take the peaks and valleys out of the sales curve. By con-



V. W. Collamore

centrating the exhibits of new lines at one place early in the season dealers are enabled to make their plans well before the holidays. By bringing out new models simultaneously manufacturers have taken the most important step to eliminate uncertainty in the minds of the public regarding future improvements in radio products.

The AC type of receiving set will undoubtedly dominate the exhibits. The tremendous popularity of AC operation has been manifested since the introduction of the first of these receivers during the past year. Refinements are the outstanding feature of the new products, rather than any radical improvements. New type and vastly improved speakers are being shown for the first time, an interesting development being the Dynamic speaker. Another point is the great variety of styles, giving the dealer a wider selection than he ever has had in the past. There is a strong tendency among the manufacturers, as indicat-

Greatest Gathering in the History of Radio Industry in Chicago for the Fourth Annual Convention and the

ed by the exhibits, to make complete lines of radio receiving sets, both as to style and price, in the various classes.

The improvement in appearance of the receiving sets is marked. Never before has radio been housed so attractively. Cabinets housing



Morris Metcalf

sets now compare with the finest furniture. The value of beauty in design of radio furniture as a factor in breaking down sales resistance is generally recognized and some of the foremost cabinet manufacturers in the

Program of the RMA Convention and Trade Show

Trade Show Hours

Monday, June 11—2 p. m. to 10 p. m.
 Tuesday, June 12—1 p. m. to 10 p. m.
 Wednesday, June 13—1 p. m. to 10 p. m.
 *Thursday, June 14—11 a. m. to 5 p. m.
 Friday, June 15—1 p. m. to 10 p. m.

*Note—All Demonstration Rooms will be closed Thursday evening, June 14, 1928, at 5 p. m., on account of RMA Annual Banquet.

Meetings

Monday, June 11—10 a. m. Registration.
 10:30 a. m. Meeting RMA Board of Directors; Committee Meetings (to be scheduled).

Tuesday, June 12—10 a. m. Opening Meeting RMA Convention.

Welcoming address, Honorable Wm. Hale Thompson, Mayor, City of Chicago.

Response, Mr. C. C. Colby, president RMA. Address, Mr. Earle C. Anthony, president National Association of Broadcasters.

Address, Honorable Ira E. Robinson, chairman Federal Radio Commission.

Address, Mr. Harold J. Wrape, president Federated Radio Trades Association.

Wednesday, June 13—10 a. m. Closed RMA Membership Meeting.

Meeting Radio Wholesalers' Association, Dealers' Section Federated Radio Trades

Association, Association Section Federated Radio Trades Association, and Associate Membership of Manufacturers' Representatives.

Thursday (Flag Day), June 14—10 a. m. Closed RMA Membership Meeting.

Board of Directors, Federated Radio Trades Association; Board of Directors, National Association of Broadcasters.

7 p. m. RMA Annual Banquet.

Friday, June 15—10 a. m. RMA Board of Directors.

12 a. m. Joint Meeting Board of Directors of the three associations, the RMA, N.A.B. and F.R.T.A.

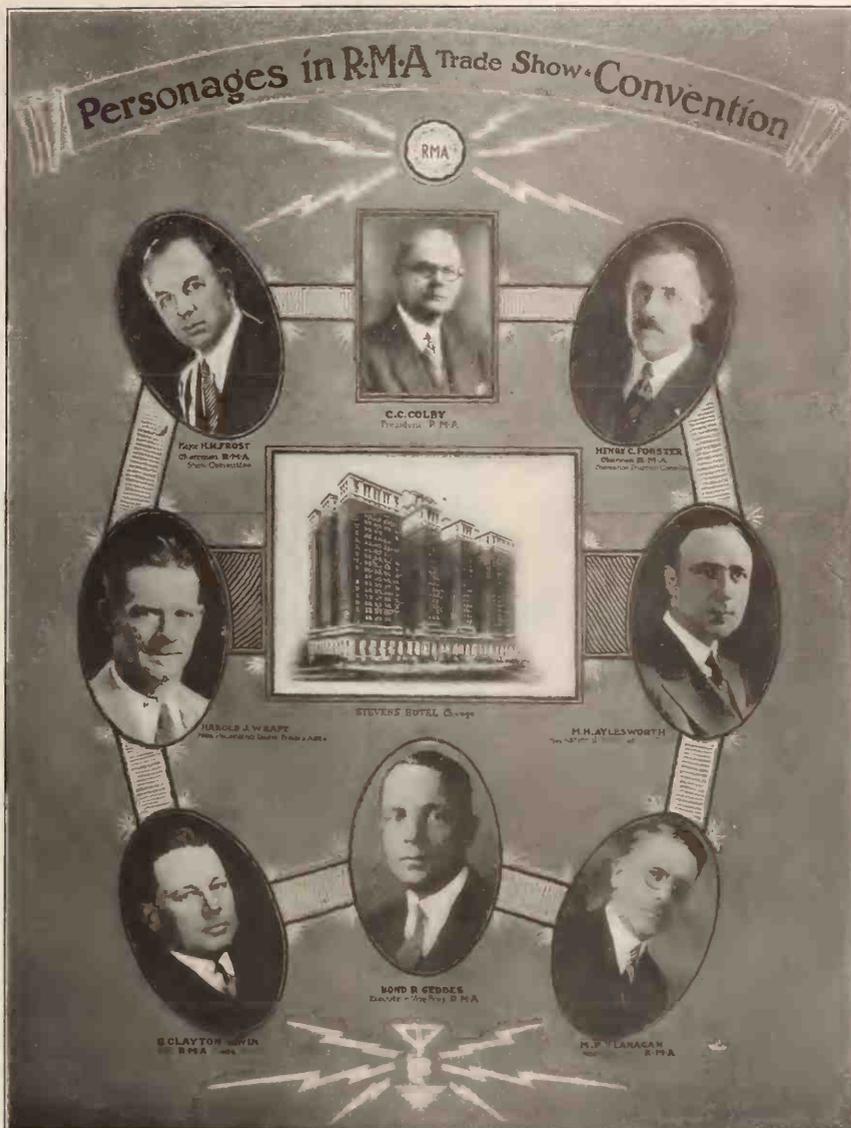
Trade vention

**Second Annual Trade Show
of the RMA at the Hotel
Stevens, June 11-15 — 300
Exhibits of 1928-9 Lines**

country are devoting a large portion of their activities to developing artistic cabinets for leading makers of radio sets.

The RMA convention program has been carefully worked out. Figures prominent in radio and public activities are scheduled to deliver addresses at the open sessions of the RMA. The Federated Radio Trade Association, the national organization of jobbers, dealers and manufacturers' representatives and the National Association of Broadcasters also have prepared programs for the week of the RMA Convention and Trade Show, so that all branches of the radio triangle of the industry will have special features of interest to the thousands of visitors.

Throughout the week, from Monday until Friday, inclusive, exhibits will be open for inspection from 2 p. m. to 10 p. m., with the exception of Thursday evening, when all demonstration rooms will be closed on account



L. E. Noble

of the RMA annual banquet, according to the tentative program, which appears on the preceding page in this section of The Talking Machine World.

C. C. Colby, of Canton, Mass., president of the RMA, will preside at the opening public convention session on Tuesday. The radio host will be welcomed by Mayor William Hale Thompson, of Chicago, and there will be a number of prominent speakers, including the Honorable Ira E. Robinson, chairman of the Federal Radio Commission; Earl C. Anthony, president of the National Association of Broadcasters, and Harold J. Wrapp, president of the

Federated Radio Trades Association and others.

This year the entire country will be able to share in the festivities in connection with the Convention and Trade Show. A program to be broadcast to every corner of the country, through a wide-flung chain of stations, through the courtesy of the National Broadcasting Company, is being planned. This will include radio entertainers of wide popularity. Another feature of the program is the variety of entertainment for the ladies.

In addition to the routine business at the various sessions, there will, of course, be elec-

tion of officers. Major Herbert H. Frost, of New York, the first president of the RMA, was nominated at a meeting of the board of directors of the Association, held in Buffalo on May 3, for another term to succeed President C. C. Colby for the ensuing year, there being a one-year tenure in the presidency. Other nominations were: First vice-president, V. W. Collamore, of Philadelphia; second vice-president, Morris Metcalf, of Springfield, Mass.; third vice-president, L. E. Noble, of Buffalo, and treasurer, John C. Tully, of Chicago.

The RMA annual banquet on Thursday evening will be held at the Palmer House instead of Mann's Million Dollar Rainbo Gardens, as originally planned. The entire fourth floor has been taken and this will be the climax to the program of entertainment. A series of musical revues and other features will be staged. An innovation is the absence of a speakers' table; a stage, centrally located, replacing this for the use of the entertainers. Many of the star acts will be broadcast over the chain of stations arranged by the National Broadcasting Company.

The convention will close on Friday with the meeting of the board of directors of the RMA in the morning and the joint meeting of the boards of directors of the RMA, N.A.B. and F.R.T.A. at noon. The exhibits will be on view until 10 p. m. on Friday evening.

In closing, credit must be given to the men who planned and carried out every detail of the work in connection with the Convention and Trade Show. Arrangements for the Trade Show were again in the hands of Major H. H. Frost, chairman of the RMA Trade Show Com-



© Blank & Stoller

John C. Tully

(Continued on page 56)

Annual RMA Trade Show and Convention in Chicago

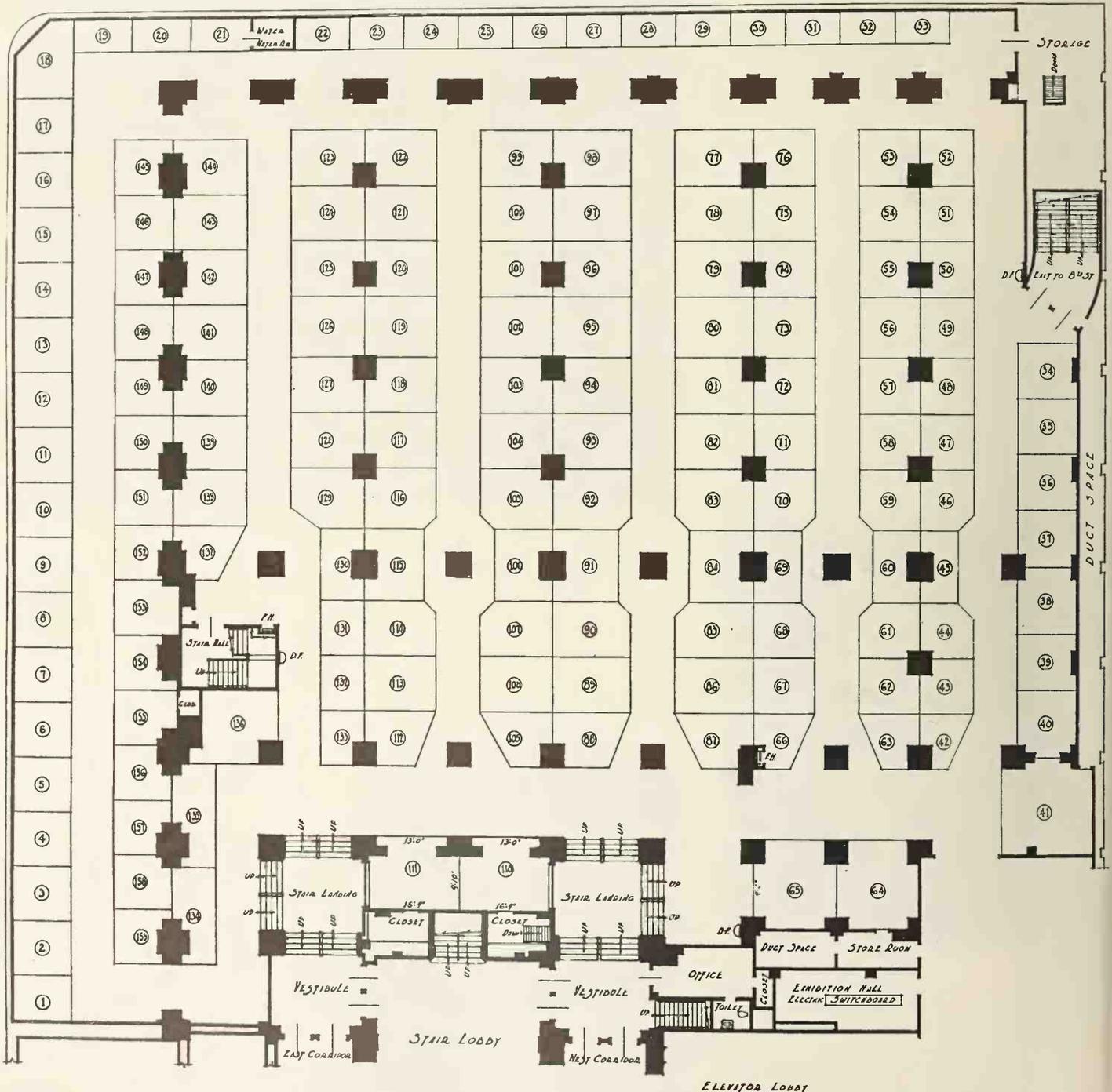
(Continued from page 55)

mittee, and the exhibition was in direct charge of G. Clayton Irwin, Jr., of Hermann & Irwin, the managers of the Radio World's Fair in Madison Square Garden and the Chicago Radio Show held at the Coliseum, the annual public radio shows. Henry C. Forster, Chicago, was chairman of the Convention Program Committee and a prime factor in preparing this series of important and interesting events.

One fact is clear. These men have been instrumental in staging the most important and successful convention and show ever sponsored by this or any other industry.

The importance of the exhibits is so evident that it seems almost superfluous to emphasize this feature of the present gathering in Chicago. However, it will not be amiss to urge that dealers who are able to journey to the convention city take the time for thorough inspection of the various products shown. A large percentage of the retailer's income is derived from the sale of radio and accessories, and the present RMA Trade Show is the opportunity for study and comparison of the different products. The retailer or wholesaler who does not go home from the convention and trade show with

new thoughts regarding the product he handles and the lines he contemplates adding has failed to take advantage of the opportunity of the year. Conditions in the radio industry change so rapidly; new products come on the market so frequently; improvements from year to year are so marked, that the merchant who keeps abreast of the times is the one who has the best chance of building a profitable radio department. And one way of procuring first-hand knowledge of products is to see them, and, in the case of radio, hear the performance of the various lines. Study performance, marketability in your territory, the price factor, appearance and you have a pretty clear picture of what may be expected in the way of sales promotion. Plan campaigns for the coming Fall season in the light of what you have found out regarding radio developments for the 1928-1929 season.



Plan of Booths at RMA Trade Show, Exhibition Hall, Stevens Hotel

See Page 58 for the Booth Plan of the Grand Ballroom and Foyer of the Stevens Hotel in Chicago

Exhibits at Second Annual RMA Trade Show in Chicago

1928-1929 Lines of Radio Products on View at the Hotel Stevens From June 11 to 15 Show the Progress That Has Been Made in the Radio Industry—Trade's Best Exhibition

Abcox Co., Chicago, Ill. (Space 153.) Abcox AC 6-volt converter; 4-volt con-



Abcox AC Converter

verter; Abcox filter and electrolytic condenser.

A-C Dayton Co., Dayton, O. (Space B 63.) Complete line of A-C Dayton radio receivers, AC operated, ranging in price from \$98 to \$148.

Acme Electric & Mfg. Co., Cleveland, O., (Space 54.) Dry ABC socket power unit; battery chargers, universal A power, B power units; output transformer and tone filter and automatic control switch.

Adler Mfg. Co., Louisville, Ky. (Space B 74-75-76.) Complete line of radio furniture including radio cabinets, consoles and tables.

Aerovox Wireless Corp., Brooklyn, N. Y. (Space B 83.) Complete line of condensers, resistors, grid leaks, etc.

All-American-Mohawk Corp., Chicago, Ill. (Space B 66-67.) Complete line of 1928-1929 All-American-Mohawk Corp. radio receivers, including the following models: Model



80, table type, 8 tubes, AC operated, \$125; 85, console type 8 tubes, AC operated, \$185; 86, console type, 8 tubes, AC operated, \$225; 88, phonograph combination, 8 tubes, AC operated, \$395; 85 D, console, 8 tubes, AC operated, \$220; 86 D, console, 8 tubes, AC operated, \$200; 60, table type, 6 tubes, AC operated, \$92.50; 65, console type, 6 tubes, AC operated, \$135; 66, phonograph combination, 6 tubes, AC operated, \$225. The 8 tube

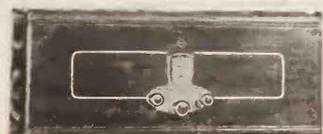


All-American Mohawk Corp. Table Model

phonograph combination, model 88, listing at \$395, includes the RCA electrical pick-up, General Electric Co. induction motor, dynamic speaker and the regular Mohawk-American 8 tube receiver. Models 85 D and 86 D are

the same as models 85 and 86 except they are equipped with a dynamic speaker instead of the magnetic speaker. The phonograph combination model 66 includes a 6 tube All-American AC receiver with an electrical pick-up, Heinemann Spring phonograph motor with a magnetic speaker.

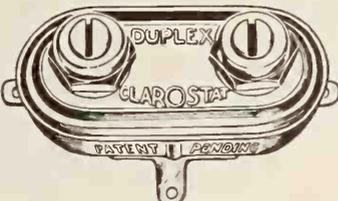
American Bosch Magneto Corp., Springfield, Mass. (Space B 11-12-13.) Complete line of 1928-1929 radio receivers, including model 28, table-type,



American Bosch Model 28

AC operated, eight tubes, single tuning control, illuminated dial, mahogany cabinet, \$132.50; model 29-B, same chassis as model 28 with super-dynamic speaker and special high-power speaker supply in handsome console cabinet, \$295; model 28-A, console type, same chassis as model 28 with standard speaker, \$197.50.

American Mechanical Laboratories, Brooklyn, N. Y., (Space 25.) Complete line of clarostats including a grid leak clarostat, volume control clarostat,



American Mechanical Laboratories Duplex Clarostat

stat, standard clarostat, heavy duty, power, table type, and duplex clarostats. All these types are available in almost any resistance range that they may be desired by the radio engineer



American Mechanical Laboratories Clarostat Antenna Plug

and manufacturer. Also displaying the clarostat light socket antenna plug.

Amrad Corp., Medford Hills, Mass., (Space 99 and 100.) Complete



Amrad Nocturne

line of Symphonic series, Amrad radio receivers comprising the Nocturne

model, 8 tubes, electric dynamic speakers, AC operated, \$295; Concerto model, 8 tubes, electric dynamic speaker, AC operated, \$320; Sonata model, 8 tubes, electric dynamic RCA 105 speaker, AC operated, \$475; Opera combination phonograph and radio,



Amrad "Opera"

same chassis and speaker as Sonata, \$875. Also Stoelting voltage regulators which automatically keep line voltage constant from 95 to 135 volts; type A for sets using 171 tube, \$18; type B for 210 operation, \$25. Also Mershon condensers manufactured exclusively by Amrad in a variety of sizes.

F. A. D. Andra, Inc., Long Island City, N. Y., (Space 18-19.) Complete line of 1928-1929 Fada receivers including the following models: Fada-10, 7 tubes, AC operated, mechanism completely self-contained in an ornamen-



Fada Model 10

tal, two-tone metal cabinet, entire single tuning knob, illuminated station-finder and single volume control, \$110; model 11, table type, same chassis as model 10 in an attractive burl walnut cabinet, \$135; model 30, console type, containing the chassis of the Fada-10 receiver and the Fada 4 B cone speaker. Attractive walnut console with switch control, tuning arrangement and illuminated station-finder identical with model 10, \$187.50; model 31, high-boy console type embodying the chassis of model 10 and



Fada Speaker

providing for the built-in Fada 4 B speaker above the radio receiver, handsome two-tone walnut cabinet, \$335; model 50, 9 tubes, table type, AC operated, in handsome newly designed burl walnut two-tone cabinet, single tuning knob, illuminated station-finder, single volume control, \$225; model 70, console type, containing the chassis of the Fada 50 receiver and the 4 B cone speaker, a newly developed dynamic speaker, two-tone burl walnut cabinet, \$340; also Fada-4 speaker, a small cone speaker housed in a die-cast metal case of the mantel clock type, \$30; Fada-14 dynamic speaker, \$65.

Apex Electric Mfg. Co. (Division of United States Elec. Corp.), Chicago, Ill., (Space B-87.) Apex model 36, 6



Apex Model 36

tube neutrodyne AC receiver, table type, single dial control, illuminated dial, walnut finish, metal cabinet,

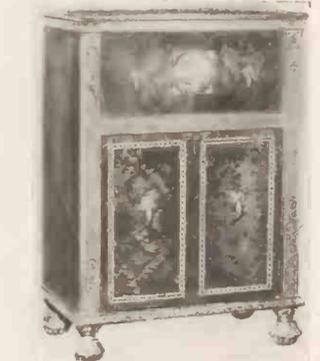


View of Model 36 Chassis

\$85; east of the Rocky Mountains; also a DC model in the No. 36, \$60 east of the Rocky Mountains.

Areturus Radio Co., Newark, N. J. (Space B 30, 31.) Complete line of Areturus tubes, including detector, amplifier, power, High-mu, shield grid and AC detector and amplifier types.

Aston Cabinet Mfrs., Chicago, Ill., (Space 105.) Complete line of radio



Aston Cabinet No. 205

cabinets designated as numbers 201, 202, 203, 205, 206, 207, 208, 209, 210,

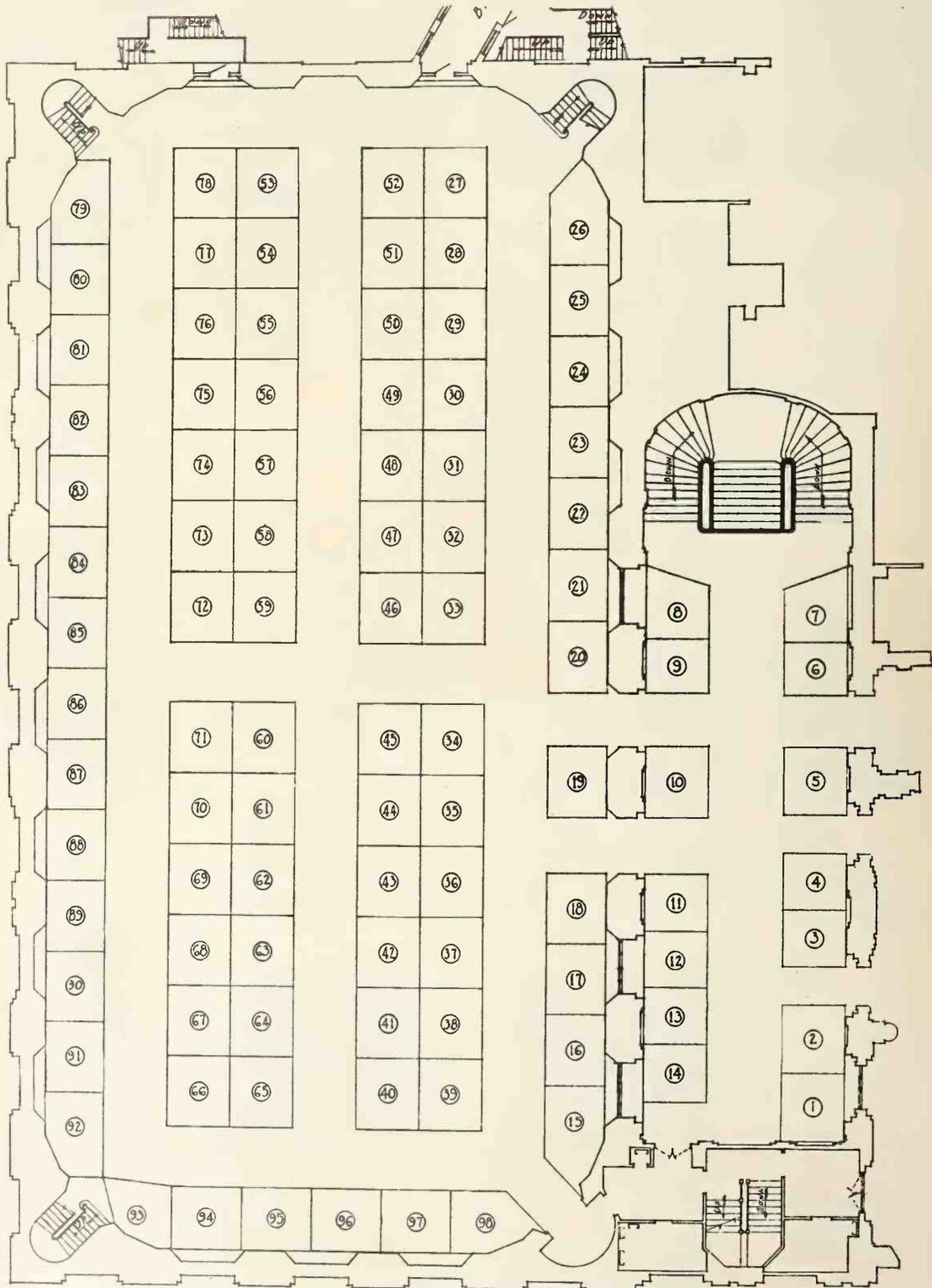


Aston Cabinet No. 211

211, 212 and 214, listing respectively from \$59.50 to \$299.50.

(Continued on page 60)

RMA Trade Show Exhibit Booth Plan of the Grand Ballroom and Foyer of the Stevens Hotel, Chicago



BOSCH

RADIO

1928

Bosch Radio Dealers are way out ahead this season. New and sound merchandising policies in the current Bosch Radio contract provide greater profits and advantages not to be had in any other contract.

Bosch Radio Dealers this year will enjoy the advantages of a more flexible inventory investment, a wider selling range and a price position quite unparalleled in any other quality radio line.

The new plans are so interesting and the profit opportunities so enlarged that the Bosch Radio contract will be the outstanding money-maker this year.

A request will bring you the details. Write the Main Office or the Branch nearest you today if you want to be counted in our plans this season.

Prices slightly higher west of Rockies and in Canada

**AMERICAN BOSCH
MAGNETO CORPORATION
SPRINGFIELD, MASS.**

Branches:
New York Chicago San Francisco

Bosch Radio is licensed under patents and applications of R. C. A. — R. F. L. and Lectaphone.

Authorized Bosch Radio Dealers are now showing Model 28A console illustrated, specially designed for them with the standard Bosch Radio Speaker. Console has fine selected and patterned woods, richly carved, beautifully finished. Bosch Radio Dealers are offering the console 28A with Bosch Radio Speaker and the Model 28 Bosch Radio Receiver for \$197.50.



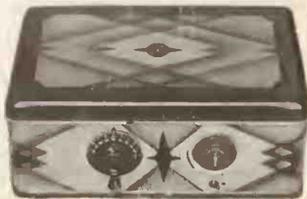
Bosch Radio Model 28—for 110 volt AC operation using seven alternating current tubes and one power rectifying tube. Single tuning dial electrically lighted, solid mahogany cabinet. Price \$132.50 less tubes.



Authorized Bosch Radio Dealers are now showing the console Model 29B, specially designed for them with super-dynamic speaker and special high-power speaker supply. Console has sliding doors, beautiful craftsmanship and selected woods. Bosch Radio Dealers are offering this console 29B with super-dynamic speaker and special high-power speaker supply with Bosch Radio Model 28 Receiver for \$295.00

Exhibits at the RMA Trade Show

Atwater Kent Mfg. Co., Philadelphia, Pa., (Space B 37-38-39.). Complete line of Atwater Kent radio receivers featuring new products which will be described in the July issue as



A. K. Model 37

receivers featuring new products which will be described in the July issue as



A. K. Model 38 and E. Speaker

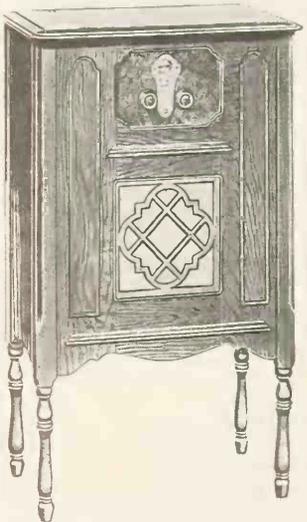
well as the model 37 and 38 AC receivers. Also the model E Atwater Kent loud speaker.

Best Mfg. Co., Irvington, N. J. (Space 14). B. B. L. motor, designed for loud speakers. Armature cross-section area, 1/16" x 5/8". Laminated pole pieces cast integral with frame.

Birnbaach Radio Co., New York, N. Y., (Space 145.). Complete line of extension cords, battery cables, replacement cords, extension cords connectors, tuning coils and RF coils.

L. S. Brach Mfg. Co., Newark, N. J., (Space B 51.). Complete line of A and B power supply units, Brach antenna plugs, lightning arresters, aerial outfits, cord connectors, phone plugs, Brach-stats, fixed crystals, Controlit relays and other radio accessories.

Bremer-Tully Mfg. Co., Chicago, Ill., (Space B 3 and 4.). Complete line of 1928-1929 receivers including the fol-



Bremer-Tully Model 6-40-C Console

lowing models: model 6-40-R, 6 tube, table type, AC operated, single control, drum being indexed for direct reading and illuminated by a shielded pilot light, \$130; model 6-40-C, 6 tube, console type, AC operated, walnut cab-



Bremer-Tully Model 6-40-R

inet with built-in speaker, \$190; model 7-70, 7 tube, table type, AC operated; model 7-71, 7 tube, console type, AC operated; model 8-20, table type, 8 tubes, AC operated; model 8-21, 8 tubes, console type, AC operated.

Buckeye Mfg. Co., Springfield, O., (Space 111.). Complete line of radio cabinets comprising all styles and fin-



Buckeye Cabinet

ishes to meet all requirements of the trade.

Bush & Lane Piano Co., Holland, Mich., (Space 131-132.). Complete line of radio receivers including model 2, 7 tube, table type, AC operated, metal



Bush & Lane Model 5-C

cabinet to match any walnut setting, \$110; model 4-B, console type with model 2 chassis, \$160; model 5-C, console type with model 2 chassis, \$185;



Bush & Lane Table Type

model 7-C, console type, with model 3 DeLuxe chassis, \$235. Also radio cabinets, Cecilian speakers and a combination radio and phonograph.

Carter Radio Co., Chicago, Ill., (Space 66). Complete line of radio parts, including tapered rheostats and potentiometers; tube shields and shielded connectors; aerial-ground and receptacle outlet plate and resistors.

Case Electric Corp., (Division of United States Elec. Corp.) Marion, Ind., (Space B 90-91.). Complete line of Case radio receivers, featuring the



Case Model 66 A

Case "Seventy" line, including the following models: model 73 B, Spinet console, with the model 73 chassis, neutrodyne circuit, 7 tubes, AC operated, equipped with high-grade cone speaker, handsome genuine walnut cabinet, \$175; model 73 C DeLuxe console, equipped with large concert air-

column speaker, model 73 chassis in artistic figured stump walnut, \$250; model 66 A, table type, 6 tubes, AC



Case Model 73 B

operated, neutrodyne circuit, single dial illuminated drum scale, attractive cabinet, \$98.

Caswell-Runyan Co., Huntington, Ind. (Space B 82). Complete line of radio cabinets and radio tables: The



Caswell-Runyan Cabinet

No. 20 table, \$22; No. 31, \$48; radio console No. 15, \$35; No. 58, \$40; No. 9, \$62; No. 30, \$98; No. 35, \$72; No. 25, \$112, featuring the No. 25 com-



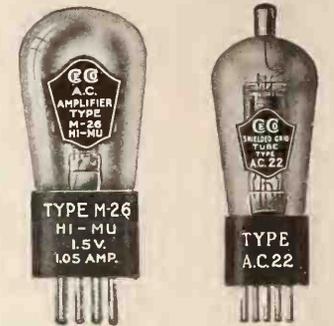
Caswell-Runyan Cabinet

ination desk and radio console and the No. 35 console.

Chicago-Jefferson Fuse & Electric Co., Chicago, Ill., (Space 96). Tube rejuvenators, chargers and checkers; also audio and output transformers.

Ceco Mfg. Co., Inc., Providence, R. I., (Space 107.). Complete line of Ceco radio tubes, including the AC High-Mu tubes and AC shielder grid tubes. The High Mu AC tube is especially adapted to resistance audio amplification circuits. The filament is rated at 1.5 volts, 1.05 amps. The tube has an average amplification constant of 16 which is considered to be desirable for

all practical purposes. The AC shielded grid tube is of the separate heater type requiring 2.25 volts maximum, 1.5 amps. on the heater and has a 5



Ceco M-26 Tube Ceco A.C. 22 Tube

prong socket. The control grid comes out through the top of the tube the same as in the DC shielded grid tube.

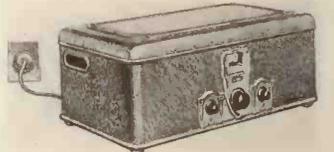
Chillicothe Furniture Co., Chillicothe, Mo., (Space 80.). Complete line of radio cabinets listing from \$50 to \$150.

Crosley Radio Corp., Cincinnati, O., (Space 97-98.). Complete line of Crosley radio receivers, including the following models: Crosley Gembox, model 608, table type, 6 tubes, AC operated, metal cabinet which may be removed from mounting in standing Crosley consoles, single tuning and illuminated dial, Crosley Jewelbox, model 704, table type, 8 tubes, AC operated, neu-



Crosley Gembox

trodyne circuit, metal cabinet which may be removed from mounting in furniture consoles, completely shielded, single dial tuning, illuminated dial; Crosley Showbox, model 706, table type, 8 tubes, AC operated, neutrodyne circuit, metal cabinet which may be removed from mounting in console furniture, single tuning control,



Crosley Showbox

illuminated dial; Crosley Bandbox, model 601, table type, 6 tubes, storage battery operated, neutrodyne circuit, removable metal cabinet, single dial tuning; Crosley Bandbox, Jr., model 401, 5 tube, table type, dry battery operated, neutrodyne circuit, single dial tuning. Also the Crosley Dynacone, a new type of dynamic loud speaker, supplied in two models so that it may be operated from the ordinary set or from certain Crosley sets with separately energized field magnets.

E. T. Cunningham, Inc., New York, N. Y., (Space 134.). Complete line of Cunningham tubes, both AC and DC operated.

Day-Fan Electric Co., Dayton, O., (Space B 77-78.). Complete line of 1928-1929 Day-Fan radio receivers, including the Day-Fan table model, AC operated, 8-tubes, single dial control, illuminated dial, completely shielded in attractive cabinet. Also console type cabinet with built-in speaker and same chassis as table model.

Dongan Elec. Mfg. Co., Detroit, Mich., (Space 152) Complete line of power transformers, chokes, audio transformers and fixed condensers.

Dubilier Condenser Corp., New York, N. Y., (Space B 10.). Complete line of condensers including fixed mica, transmitting, power factor correction, carrier, current, filter, by-pass, low voltage, high capacity, and special paper and mica condensers for every known purpose. Also light socket aeriads, radio frequency transmitters and Metalcaks.

(Continued on page 61)

-and now

news about the *New*
STEWART WARNER
AC All Electric
RADIO

and how -

It's Here!
The New
STEWART-WARNER
AC All Electric
RADIO



Model 802
\$110⁵⁰

Without Tubes

SIX receiving tubes. One rectifier tube. FOUR tuned circuits. ONE dial control. Calibrated wavelength dial, illuminated. Built-on Reproducer. Built-in light-socket aerial. Completely self-contained and portable.

STEWART-

REALISM *in* RADIO

[Good news for everybody! A wonder set for new-day needs in Radio!]
 [New features that open vast new fields of selling opportunity!]

UNMATCHED REALISM of voice and music reproduction sounds the keynote among the big sales features of this new line. It will make thousands of Stewart-Warner dealers succeed in 1928 and in years to come. Through an exclusive method—the Electrical Ear Process—Stewart-Warner Radio exactly reproduces music in all its original tone, depth, color and volume.

The Electrical Ear is a sensitive mechanism which records the minute tone vibrations of the music itself and also the vibrations of the same music re-created by the Stewart-Warner set—then compares the two records for perfect reproduction.

Many times more accurate than the human ear, this device enables Stewart-Warner to build sets with *Realism* approaching absolute perfection. This assures Stewart-Warner and Stewart-Warner dealers undisputed Radio Leadership.

One of the new line leaders is Model 802. In sensational features this great set stands alone. An All-Electric A. C. Receiver, portable, self-contained, with built-on reproducer, built-in power unit and built-in light socket antenna. A small compact metal cabinet, beautifully finished in Bronze Moiré (pronounced Morāy).

Three stages of radio frequency amplification with FOUR tuned circuits. Utilizes six receiving tubes, one rectifier tube. Protected by safety cart-

ridge fuse. Operates on voltages from 105 to 130, with taps for high or low voltage, insuring maximum tube life and efficiency. Gold-plated dial, calibrated in wavelengths. One control for tuning, one for volume. Has phonographic pickup receptacles and re-creates record music equal to any new-type phonograph.

The new Stewart-Warner Reproducer harmonizes with the set in lines, finish and performance. It also comes as a separate unit, Model 435.

Model 801 Receiver has the same cabinet and chassis as 802, but is without the built-on reproducer. D. C. Model 806 is identical with Model 801 except that it is designed for battery or battery eliminator operation.

CONSOLES—A complete line of popularly-priced console cabinets, strikingly beautiful examples of master craftsmanship by the Buckeye Cabinet Co., Springfield, Ohio, are approved for the new Stewart-Warner models.

Get the full news about this great new line and the advertising and merchandising help that will back it. If the Stewart-Warner franchise is open in your territory, write or wire us now. It's an opportunity to make more money and build big permanent trade. Territories closing fast! Don't delay! Act!

STEWART-WARNER SPEEDOMETER CORPORATION - Chicago

See the Stewart-Warner Line at the June Trade Show, Space B-46 and 47



No. 3
Price
\$62.50



No. 4
Price
\$72.50



No. 1
Price
\$42.50



No. 5
Price
\$87.50



No. 2
Price
\$52.50

CONSOLE CABINETS, made by the Buckeye Cabinet Company, Springfield, Ohio, are approved for the new Stewart-Warner Radio Models. These cabinets, with built-in Stewart-Warner Reproducers, range in price from \$42.50 to \$87.50. Console No. 1 is recommended for A. C. sets only, as it has no place for batteries. All other consoles are for either A. C. or D. C. sets.

WARNER

The Voice of Authority
in RADIO



Back of STEWART-WARNER Radio are
the Reputation and Resources of this \$50,000,000 Corporation

When you handle Stewart-Warner Radio you make a business hook-up with the prestige of the Stewart-Warner name; with a 22-year record of success and achievement; with 18 million products in use; with public good will built on manufacturing quality and merchandising service.

The 1929 Stewart-Warner Radio will win ready

acceptance on the strength of its name, its quality, performance and price. Unparalleled opportunity awaits the dealer who secures this line.

We want aggressive dealers, who seek to give their patrons greatest radio value; who want to win new business in the best and biggest way. Learn about our plans to increase your radio sales.

Write or wire us today

STEWART-WARNER SPEEDOMETER CORPORATION • Chicago

22 years in business—World-wide Service—50 million dollars in resources—4th successful radio year

SEE US AT THE JUNE TRADE SHOW, CHICAGO, SPACE B-46 and 47

STEWART - WARNER
The voice of authority in radio

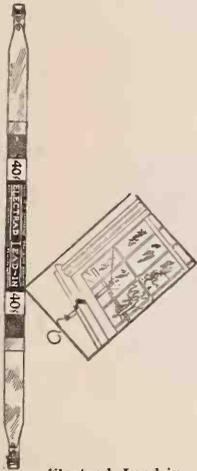
Exhibits at the RMA Trade Show

Day-Fan Elec. Co., Dayton, O., (Space B 77-78.) Complete line of the 1928-1929 Day-Fan 8 tube, AC receivers in table and console cabinets.

Diamond Vacuum Products Co., Chicago, Ill. (Space 7.) Complete line of shield plate and Diatron tubes.

H. H. Eby Mfg. Co., Inc., Philadelphia, Pa. (Space 133.) Complete line of Eby binding posts, sockets and kit jacks.

Electrad, Inc., New York, N. Y., (Space 159.) Complete line of parts and accessories, including the Electrad



Electrad Lead-in

lamp socket antenna, listing at \$1 and tested at 2500 volts AC; also Electrad certified lead-ins listing at 40 cents;



Electrad Lamp Socket Antenna

triple-ply insulation covered with waterproof webbing; one piece copper strip, heavily tinned to prevent corrosion.

Electrical Research Labs., Chicago, Ill., (Space 84.) Complete line of Erla radio receivers, dynamic cone speakers, speaker units, power amplifiers and magnetic pick-ups.

Elgin Cabinet Corp., Elgin, Ill., (Space 75.) Complete line of radio cabinets including the following models, all of which have the RCA 100-A speaker built in; Nos. 18, 16, 37 and 20 radio consoles and No. 101 desk console.

Essence Radio Devices Co., Chicago, Ill., (Space 21.) Exhibiting the Ideal Ball Umbrella Aerial.

Excello Products Corp., Cicero, Ill., (Space B 64-65.) Complete line radio



Excello No. R-43

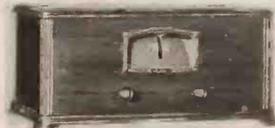
tables, radio cabinets and radio consoles covering all price ranges and

in every style and finish required by the jobber and retail radio dealer.



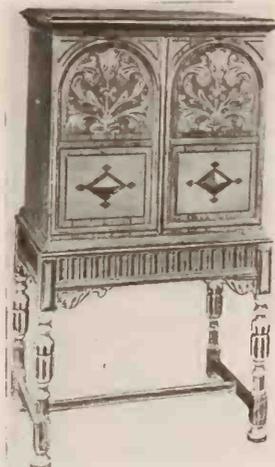
Excello Cabinet

Fansteel Products Co., Inc., North Chicago, Ill., (Space 85-86-87.) Complete line of the new 1928-1929 Balkite radio receivers comprising the following models: A-3, 7 tube, AC operated, table type, attractive metal cabinet, neodyne circuit, complete shielding, single tuning dial, \$197.50; A-5, table type, same chassis as A-3 in a handsome Berkey & Gay cabinet, \$235;



Balkite A-5

A-7, high-boy type, 7 tube, AC operated, same chassis as the A-3 in an artistic Berkey & Gay cabinet with dynamic speaker; phonograph jack for operating a phonograph is provided; \$487.50. All Balkite receivers use the



Balkite A-7

Balkite condensers which comprise various unique features; the single tuning dial is of the large drum direct-drive type. Also featured in the display the new Balkite Symphon instrument designated as model A-9, a new Balkite development comprising a combination phonograph with Balkite radio receiver.

Farrand Mfg. Co., Long Island City, N. Y., (Space B 58-59.) Complete line of Farrand speakers, including Dynamic and Balanced Armature speak-



Farrand Gothic Speaker

ers, comprising the following models: Farrand Gothic Dynamic, model 70, 6 volt, DC and AC, \$50; dynamic chassis especially designed for cabinet and receiver manufacturers for quick in-

stallation in all types of radio or phonograph consoles, model 72, 6 volt, \$35, DC \$40, AC, \$45; Tiffany table dynamic, a dynamic reproducer housed in an attractive upright console finished in two-tone walnut, model 74, 6 volt, DC and AC, \$75; Console Grande dynamic, an artistic console of two-tone walnut, model 76, 6 volt, DC and AC, \$110. Farrand dynamic speakers are designed to operate with any make of set, using a 171, 210 or 250 type. The Farrand Balanced Armature speakers in the following models: Farrand Gothic, model 60, \$35;



Farrand Console Grande Speaker

Farrand Junior (Clock type), \$19.50; Farrand Oval, model 20, \$16.50; Farrand Panel, model 62, \$25; Farrand built-in table speaker, model 68 in two-tone walnut, \$45, and the Farrand chassis, model 43 and box chassis, model 42 B.

Federal Furniture Factories, New York, N. Y. (Space 3.) Complete line



Federal Furniture Model 36

of radio cabinets, consolettes and furniture adaptable to all types of radio



Federal Furniture Model 37

receivers and meeting all requirements of the trade.

Federal Radio Corp., Buffalo, N. Y., (Space 81-82.) Complete line of 1928-1929 Federal radio receivers and loudspeakers, comprising many new developments which will be announced in detail in the July World.

Charles Freshman Co., Inc., New York, N. Y., (Space 116-117.) Complete line of 1928-1929 Freshman electric radio receivers which will be described in detail in the July World.

Freed-Eisemann Radio Corp., Brooklyn, N. Y., (Space 94-95.) Complete line of Freed-Eisemann 1928-1929 radio receivers comprising the following models: model NR-80, table type, 8 tubes, AC operated neodyne cir-

cuit, mounted in reinforced steel cabinet, single drum type tuning control with direct condenser drive, electrically tapered drum type volume control, automatically illuminated wavelength scale, reinforced steel chassis with gold color finish, \$125; model NR-80-W, same set as NR-80 except that instead of a metal cabinet a combination walnut veneer, hand-polished cabinet is used, \$125; model NR-80 direct current electric, same chassis as on NR-80, set operating on 110 to 120 volts direct current supply,



Freed-Eisemann NR-80

\$125; model NR-80-W, direct current electric, same as NR-80-DC, except the set is in a combination walnut veneer, hand-polished cabinet, \$125; model NR-80 for 25 or 40 cycles AC, same as the model NR-80 except that a special power transformer is used so that the set can be available for either 25 or 40 cycle AC supply, \$135; model NR-80-W for 25 or 40 AC, set being the same as the NR-80 for 25 or 40 cycle supply except that it is in a combination walnut veneer, hand-polished cabinet, \$135; model NR-85, set using high power rectifying tube and



Freed-Eisemann Hand-Painted Cabinet

7 AC electric tubes, same set chassis as NR-80, a high power amplifier unit being used instead of the power unit which is built into the NR-80. This set is especially designed for use with the Freed-Eisemann new Dynamic (moving coil) loud speaker; an automatic connection jack being built into the set to accommodate this dynamic speaker, \$160. Any of the model NR-80 sets are supplied in special color metal cabinets at an increased list price of \$10 per set; three different finishes being green and gold, Japanese and olive green. The Freed-Eisemann loud speaker line comprises the model 300 Dynamic (moving coil) at \$65; model 300 chassis only, \$45; model 345 Magnetic speaker \$35; model 345 chassis only \$20; model 330 cone type in wall and table styles, \$35; model 330 floor type, \$50. Also a complete line of wrought-iron tables made by the Robert Findlay Mfg. Co., Brooklyn, N. Y., listing at \$20 and \$24; a complete line of radio consoles made by the Adler Mfg. Co., of Louisville, Ky., including four consoles designated as model F-8 table type, model F-7, Spanish Chest; model F-9 Colonial Console; model F-4 Tudor Console and the model F-5 loud speaker table. Also a console made by the Hamilton Mfg. Co., Two Rivers, Wis., designated as the model F-6 console.

Robert Findlay Mfg. Co., Inc., Brooklyn, N. Y., (Space 60.) Complete line of metal console tables for

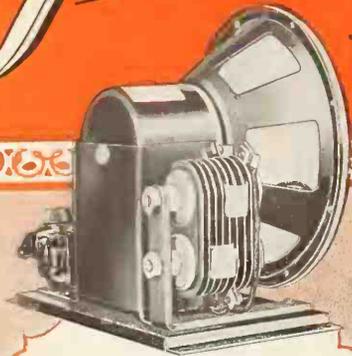


Findlay Radio Table

many standard table models including Radiolas, Atwater Kent, Crosley, Kolster, Freed-Eisemann, Bremer-Tully and Shamrock sets. Also metal console tables for portable phonographs; a feature model in the radio table line being the No. 18/100-A for the Radiola 18 receiver.

(Continued on page 64)

The Most Complete



Newcombe-Hawley Dynamic Cone Reproducers

A remarkable free floating dynamic cone unit, made under Magnavox patent license protection, is the heart of all Newcombe-Hawley Dynamic Models. Unsurpassed tone quality and plenty of volume are obtained.

All models can be furnished with dynamic cone units for battery or light-socket operation. Special condition equalizer assures perfect reproduction.



All models are in beautiful walnut, finished to harmonize with the finest interior appointments.

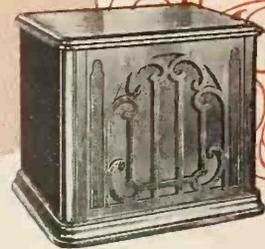


Never before has such an outstanding and complete line of radio reproducers been offered to the radio trade by one manufacturer. The 1928-1929 line of Newcombe-Hawley Radio Reproducers includes the three most successful types—Dynamic—Magnetic—Air Column.



MODEL 959
LARGE CONSOLE

Large size A. C. receiver such as R. C. A. Model 18. Equipped with Dynamic Cone Reproducer for light socket operation. Blank panel furnished, cut to fit any standard receiver.



MODEL 969 PORTABLE

Equipped with D. C. Dynamic Cone Reproducer for Battery operated sets or A. C. Dynamic Cone Reproducer for light socket operation. Condition equalizer is provided for controlling quality of reception.

This attractive reproducer is mounted in a beautifully finished Walnut cabinet. Its small size and low cost combined with the remarkable tone quality of Newcombe-Hawley Dynamic Reproducers makes it a very attractive unit.

Air Column Reproducers



MODEL 70
AIR COLUMN
CHASSIS

Has genuine Nathaniel Baldwin Rival Unit 86-inch air column. Furnished without cabinet.



MODEL 71
TABLE

Wide enough to hold most radio receivers. Equipped with Newcombe-Hawley 72-inch air column and Baldwin Unit.

MODEL 73
DRUM
REPRODUCER

Equipped with genuine Nathaniel Baldwin Unit. Air column 54 inches long.



MODEL 72
CONSOLE

Has Newcombe-Hawley 72-inch air column reproducer and Nathaniel Baldwin Unit. Accommodates popular radio sets.



NEWCOMBE-

Line of Radio Reproducers



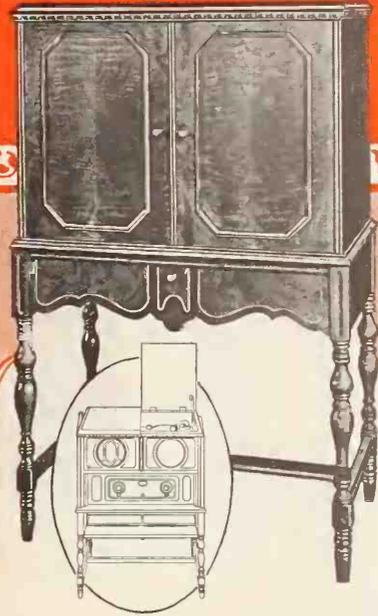
MODEL 909 TABLE

A popular table model in beautifully finished burl walnut. Unusually compact, yet large enough to hold most table type radio receivers. Has D. C. Dynamic Cone Reproducer for battery operated sets or A. C. Dynamic Cone Reproducer for light socket operation. Condition equalizer is provided for controlling quality of reception.



MODEL 929 SMALL CONSOLE

Has compartment above reproducer grill for average receiver. Blank panels cut to fit any standard receiver. Equipped with Dynamic Cone Reproducer for either storage battery or light socket operation.



MODEL 109 COMBINATION CONSOLE

With Dynamic Cone Reproducer, electric phonograph turntable, and space for radio receiver. Has radio-phonograph selector switch.

Magnetic Cone Reproducers



MODEL 80 MAGNETIC CONE
A powerful magnetic cone of exceptional tone quality. Furnished in chassis form with wood baffle box.



MODEL 81 TABLE
For large receivers such as R. C. A. Model 18 all-electric sets. Has magnetic cone reproducer.



MODEL 83 PORTABLE
A beautiful portable reproducer with a high quality magnetic cone unit. Furnished in burl walnut cabinet.

ALERT radio dealers and jobbers will instantly appreciate the enormous sales advantage of the complete Newcombe-Hawley line. Pave the way for profitable reproducer business by hooking up with Newcombe-Hawley.

Mail the Coupon Today

NEWCOMBE-HAWLEY, Inc.
203 First Avenue North
St. Charles, Illinois
Please send full details about the complete
Newcombe-Hawley 1928-29 Reproducer
Line by return mail.

Name

Address

HAWLEY

Exhibits at the RMA Trade Show

General Radio Co., Cambridge, Mass., (Space B 5). Complete line of laboratory instruments used in the design and testing of radio receivers.

A. H. Grebe & Co., Inc., New York, N. Y., (Space 65 A). Complete line of Grebe Synchrophase receivers, both battery and AC operated. Also short-wave radio broadcast receiving sets,



Grebe Synchrophase AC Six loud speakers, socket powers and voltage regulators. Products featured include the Grebe Synchrophase AC six, single dial receiver and the Grebe Natural type speaker in two models listing at \$17.50 and \$35; also a new short-wave receiver completely shielded and designated as the CR 19. This receiver, which utilizes four tubes, con-

table, \$99.50; model 71, same chassis as model 61 in handsome walnut cabinet equipped with Majestic dynamic power speaker, \$137.50; model 72, same chassis as model 61, in artistic walnut cabinet, in Majestic dynamic power speaker, \$167.50.

Howard Radio Co., Chicago, Ill., (Space 106). Complete line of Howard radio receivers including 8 tube, 7 tube and 6 tube models, all AC operated. All Howard radio receivers in console models have the combination phonograph and radio feature.

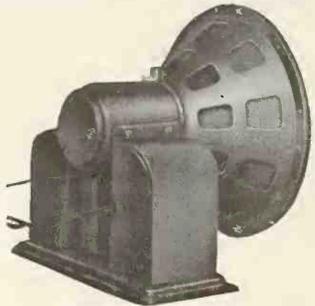
H. L. Hubbell Mfg. Co., Grand Rapids, Mich., (Space 15). Complete line of radio furniture for Radiolas and Kolster sets in prices ranging from \$15 to \$69.50.

Hyatt Elec. Corp., Chicago, Ill., (Space 153). Two models of Hyatt portable receivers including model A at \$75 and model C at \$60.

Jensen Radio Mfg. Co., Chicago, Ill., (Space 48). Complete line of Jensen Dynamic speakers for radio and phonograph use including the Cabinet mod-



Jensen D-44 Speaker el. type D 44 (for six volts operation) \$55; type D 45 (for 90 volts operation) \$58; type D 44 AC (for 110 volts AC operation) \$70; also the Jensen dy-

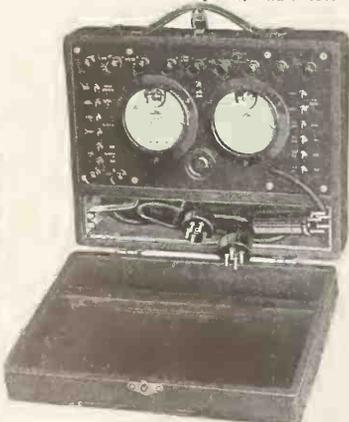


Jensen Dynamic Unit namic unit for installation in radio or phonograph models in three types for 6 volts, 90 volts and 110 volts AC operation, listing respectively at \$40, \$43 and \$55.

Jewell Electrical Instrument Co., Chicago, Ill., (Space B 50). Complete



Jewell Portable Voltmeter line of radio set analyzers, radio test



Jewell Service Set benches, tube testers and general line

of portable and panel mounting instruments. The radio set analyzer, pattern No. 199 was designed for the rapid analysis of the circuit conditions in a radio set—whether battery operated or operated from the alternating current line. Pattern No. 77 AC portable volt meter for dealer use is made for checking filament voltages ranging from 0-3 to 0-150; \$15.

Howard B. Jones, Chicago, Ill., (Space B 85). Complete line of Jones Multi-Plugs showing the 1928-1929 models in three sizes; the largest carrying 700 watts per contact.

S. Karpen & Bros., New York, N. Y., (Space 136). Complete line of radio cabinets featuring seven period designs in Italian, William and Mary, Spanish, early American, Gothic, Renaissance and Hepplewhite.

Kellogg Switchboard & Supply Co., Chicago, Ill., (Space B 23-26). Complete line of 1928-1929 Kellogg radio receivers, including the following models: model 515, 7 tubes, AC operated,



Kellogg Model 515 table-type; made of two-tone attractive brown metal, harmonizing with either mahogany or walnut furniture, \$169.50; model 516, 7 tube, AC receiver, console type, enclosed speaker, cabinet made of walnut with burl walnut doors, \$375; model 514, 7 tube, AC receiver, console type, with enclosed

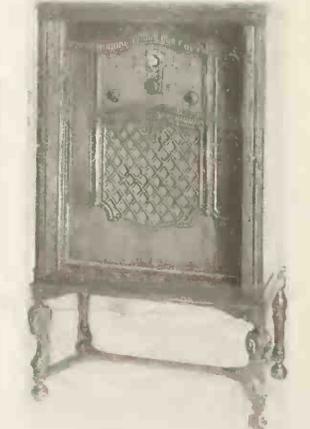


Kellogg Model 516 speaker, cabinet made of walnut, \$495; model 517, DeLuxe 7 tube, AC receiver, walnut cabinet, beautifully hand-carved with enclosed speaker, \$775. All prices quoted include tubes.

Ken-Rad Corp., Owensboro, Ky., (Space 90). Complete line of radio vacuum tubes.

Kingston Products Corp., Kokomo, Ind., (Space 128). Kingston B current supply units; A current supply units and AC power units.

Kolster Radio Corp., Newark, N. J., (Space B 60-61-62). Complete line of 1928-1929 Kolster radio receivers and speakers comprising sixteen models in-



Kolster Console cluding AC sets for 60 cycle and 25 cycle operation, electric sets for direct current, battery sets and portable

types designated dealers' home demonstration. In addition, the line includes separate magnetic and dynamic speakers in both table and console types and a 60 cycle B eliminator in the line. The electric sets are 4, 5, 6, and 7 tube models ranging in price from \$80 to \$750; the 4 and 5 tube sets are 60 cycle receivers of the shelf type in metal containers for insertion in book-cases or special furniture as selected by the purchaser. They are listed at \$80 and \$95. All classes of sets, electric and battery, are shown in the 6



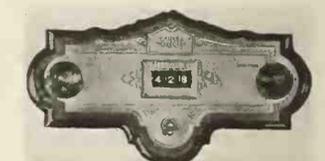
Kolster Table Model tube models with walnut cabinets of a new design; the console type having magnetic cone-reproducers. All dials are illuminated and all tuning is done by one knob; the circuit being tuned radio frequency.

I. A. Lund Corp., Chicago, Ill., (Space 141). Complete line of radio cabinets.

Marti Elec. Radio Co., West Orange, N. J., (Space 110). Featuring the new 1928-1929 Marti electric power radio



Marti Electric Table Model receiver equipped with automatic tuning in two models; table type, 7 tubes, with duplex wiring for either the 227 or Kellogg types of tubes; console model, same chassis as table type,



Marti Automatic Tuning Device housed in handsome two-tone walnut cabinet, available with or without phonograph pick-up unit.



McMillan Console **McMillan Radio Corp., Chicago, Ill., (Space B 79-80).** Complete line of Mc-

(Continued on page 66)

Grigsby-Grunow Co., Chicago, Ill., (Space 64-65.). Complete line of Ma-



jestic radio receivers, comprising the following models: model 61, 7 tube,



completely shielded receiver, table type using RFL balanced circuit, single dial control, walnut cabinet, AC operated, \$85; model 62, same chassis as model 61, designed with attractive

These new PORTABLES are PROFIT MAKERS



The Aristocrat
\$35.00



The Gypsy
\$25.00



The Giantone
\$30.00



The Melody
\$15.00

Put a display of these New Caswell Portables in your best window

Watch the people stop, look and come into your store. Their remarkable values, their attractive finish and fine workmanship will win new customers and new profits. Show them and sell them.



The Model 12
\$12.50

S T A N D A R D E V E R Y W H E R E

THERE is only one way that you can really appreciate these remarkable portables. We can tell you about them, show you pictures and explain the amazing features that have proved so sensational, but until you have actually seen them in their beautiful harmonizing colors, until you have actually heard their music — their perfect, full, deep volume in tone, you cannot realize how fine they are.

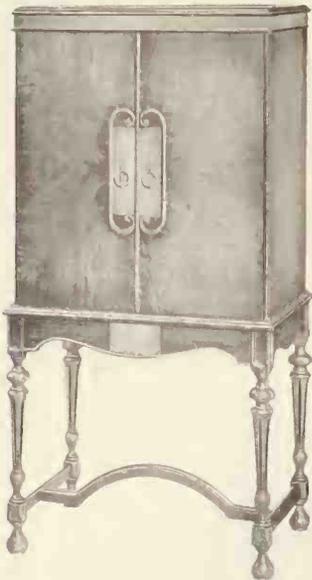
Order your new Caswells now. Compare them with any other machine for workmanship, for mechanical features, for real music-making ability, for beauty of finish. Then you will understand why they lead the field. Then you will understand why they are such profit-makers. Take advantage of this opportunity while it is fresh in your mind. Be the first in your community to feature the New Caswell.

Caswell Manufacturing Co., 10th and St. Paul Ave., Milwaukee, Wis.

CASWELL

Portable Phonographs of Distinction

Exhibits at the RMA Trade Show

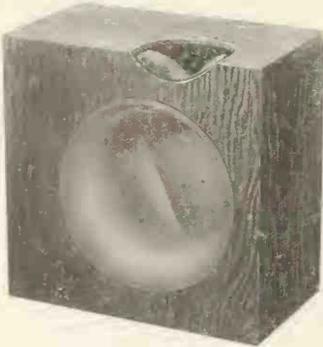


McMillan Console

Millan AC operated receivers comprising four models.

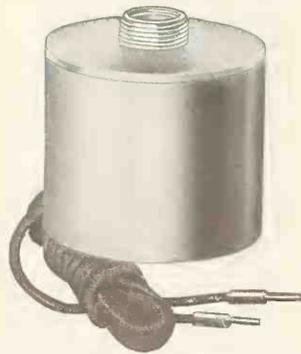
Minerva Radio Co., Chicago, Ill. (Space 43). Complete line of Minerva radio receivers.

Molded Wood Products, Inc., Chicago, Ill. (Space B 29). Complete line of Molded Wood tone chambers, mounted and unmounted; loud speaker unit; cone assemblies for the manu-



Molded Wood Tone Chamber No. 1590

facturer; complete line of loud-speakers, tone chamber and cone table and floor models. Featuring the No. 1590 tone chamber especially designed to fit into small space, equipped with Fairfax "Green Cap" loud speaker unit, compactly encased and mounted in

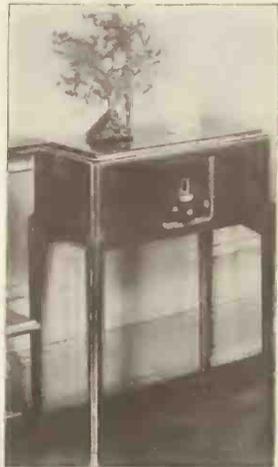


Molded Wood Fairfax "Green Cap" Unit

special walnut-veneer finished housing, ready for installation, \$6.50. Also the Fairfax "Green Cap" unit, sensitive heavy duty unit, especially designed to withstand power of modern AC operation; particularly adapted for use in auditoriums, public announcing systems, etc., and also for moderate home requirements, \$6.

National Carbon Co., New York, N. Y. (Space B 32-33). Featuring the new 1928-1929 Eveready receivers, comprising the following models: Eveready AC receiver, 7 tubes, made of die-cast aluminum of dark green color with routed silver striping; recessed control panel, one dial control, illuminated drum dial with two additional knobs

for volume control and antenna trimmer. Like all the new Eveready receivers, this model can be used either as a table set removed from its pedestal



Eveready AC Set

estal legs or with the supports as illustrated; also the new Eveready battery operated set, 6 tubes, with the set and pedestal constructed of maple; the set may be used either with its



Eveready Battery Operated Set

pedestal or separately as a table type. Also on display the new Eveready loud speakers and a complete line of Eveready Layerbilt dry batteries.

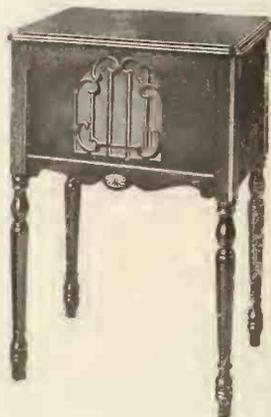
Newcombe - Hawley, Inc., St. Charles, Ill. (Space B 34-35-36). Complete line of Newcombe-Hawley reproducers including dynamic cone reproducers in the following models: model 966, portable with DC dynamic



Newcombe-Hawley Model 107

reproducer, \$52; Model 969, portable with AC dynamic reproducer, \$70; model 906 table with DC dynamic reproducer, \$70; model 909, table with AC dynamic reproducer, \$88; model 109, combination console with AC dynamic reproducer and phonograph turntable with electric motor, finished in a handsome burl walnut cabinet,

\$225; model 926, console with DC dynamic reproducer, \$80; model 929, console with AC dynamic reproducer (for the smaller sets), \$98; model 950, console, with AC dynamic unit (for the larger sets), \$110; DC dynamic cone chassis, model NH-6 without cabinet, \$50. Also Newcombe-Hawley magnetic cone reproducers in following styles: model 83, portable, \$28;



Newcombe Hawley Model 906

model 81, table, \$40; and model 80, chassis without cabinet, \$18. Also Newcombe-Hawley air column reproducers in following styles: model 73, drum reproducer with 54-inch air column, \$25; model 71, table with 72-inch air column, \$53; model 72, console with 72-inch air column, \$63, and model 70, air column chassis without cabinet, \$25.

Northwestern Cooperage & Lumber Co., Gladstone, Mich. (Space 129). Plywood shipping cases sold under trade-name "Jiffycase," also complete line of panels.

O'Neil Mfg. Co., West New York, N. J. (Space 77-78). Complete line of radio loud speakers in the following styles: D-99, round, 17 inch diameter, stippled in rich bronze, \$14.75; LS-19,



O'Neil D 99 Speaker

oval, full-rigged ship, bronze-finish, 20 inches high illuminated with lighting equipment; F 102, oval flower basket, 20 inches high, antique finish, \$25; C-105, walnut clock cabinet model, 12 inches high, with new super XI unit, \$27.50; LC501, console cabinet in two-tone walnut with new super XII, 31 1/2 inches high, \$69.50; TC-503, consolette



O'Neil LS-19 Speaker

table in two-tone walnut with new super-X unit, \$48.50. Also two manufacturers' models designated as the CB-18 chassis speaker in baffle box, \$16, and CX-21 chassis speaker without baffle box and new super-X unit, \$14. Also two models of dynamic speakers.

Operadio Mfg. Co., St. Charles, Ill., (Space 63). Complete line of air column speakers in both manufacturers' types and retail types; the manufacturers' types being designated as models Nos. 30, 54 and 84 and the retail types as Junior, New Senior, Westminster, St. Charles and Bel Cantos. Also Operadio amplifiers designated as models 207-B, 204-EJ and 205-EJ. Also the Operadio portable radio receivers. In the air column speaker

line, the New Senior, which is 12 inches high, has a 54-inch air column, being designed in the familiar sunburst effect and obtainable in a crackle finish. The Westminster,



Operadio Senior

15 5/16 inches high, is a new model with a tone chamber measuring 61 inches in length and the design based on the Gothic motif. The Junior speaker is a replica of the New Senior in general design but is only 7 inches high; differing in finish from the Senior in that it is obtainable in



Operadio Westminster

bright colors. The tone chambers of all these speakers are cast en bloc of an inert light-weight composition giving a monolithic structure. The Operadio line of manufacturers' type speakers have air columns varying in length from 30 inches to 34 inches. These speakers are also built of a light-weight composition cast en bloc and are designed to operate with or without power tube and on AC or DC sets.

Pacent Electric Co., New York, N. Y. (Space B 51). Patent products including the Phonovox electric pick-up, \$13.50 with tonearm and \$10.50 without



Phonovox Electric Pick-Up

tonearm; Pacent cabinet cone speaker, \$30; electric phonograph motor, \$35; two stage AC amplifier or electric phonograph, \$110; driver unit for radio speakers; audio and power transformers and electric phonograph for use with radio.

Perryman Electric Co., New York, N. Y. (Space 53). Complete line of Perryman Radio tubes, featuring particularly two new power amplifier



PA 210A

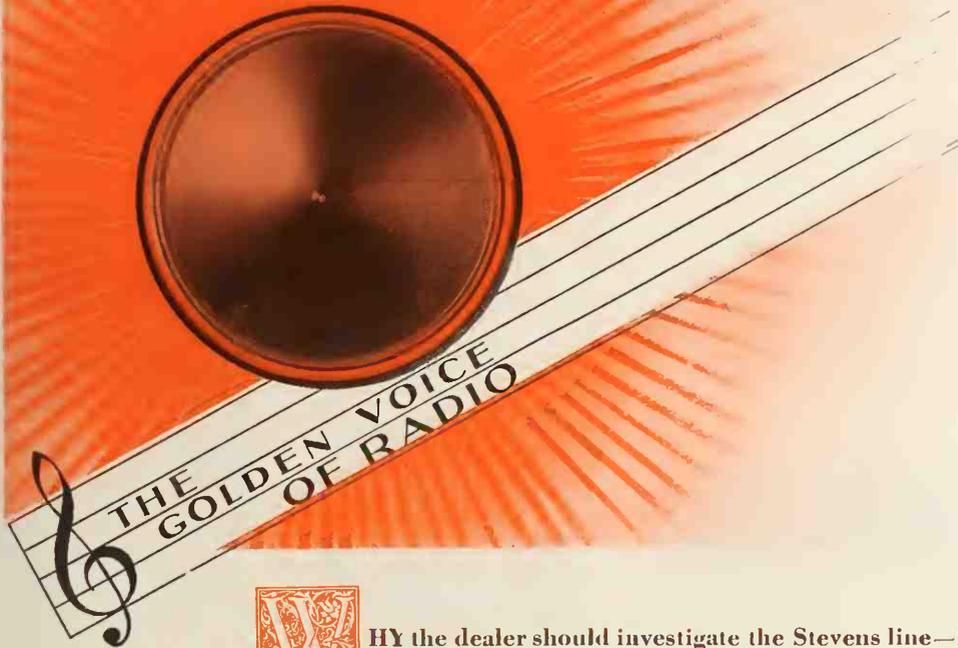
PA 250

tubes designated as types PA, 210A and PA 250. The PA210A type while similar in characteristics to the regular 210 type, is equipped with especial

(Continued on page 68)

The New Stevens Speakers

Double action — and perfected units to handle the new A. C. sets



Burtex Diaphragms are entirely waterproof. Moisture can never affect the musical quality.

Licensed and manufactured under Patent Numbers: 1,414,801; 1,414,802; 1,414,803; 1,414,804; 1,454,504; 1,506,160.

Other Patents Pending.



VHY the dealer should investigate the Stevens line—Substantially constructed—trouble proof—eliminating profit destroying servicing. Double point suspension, non-freezing—non-rattling armature unit. The only seamless waterproof fabric Diaphragm, insuring uniform performance regardless of climatic conditions—no adjusting required.

Conceived to appeal to the widest range of tastes to command volume of sales Universally good on all sets, insuring a more uniform product for the dealer. Price range and models to meet all standard market conditions. Sustained net profits to the Dealer.

STEVENS MANUFACTURING CORPORATION
Formerly Stevens & Company, Inc.

46-48 East Houston Street
New York City



S-28 Modernistic Design.—modern in acoustic principle—the famous Stevens Conoidal Diaphragm—two-point suspension armature. Hand-rubbed Brown Mahogany finish . . . \$35

LG-28 Gothic Model. Beautiful in tone—beautiful in design, within is waterproof Burtex Conoidal Cone which never requires readjusting. \$25

B-28 DeLuxe Model. Burtex Conoidal Diaphragm, 1 7/8 inches backed by double acting five-ply laminated wood sounding board, renders supreme reproduction . . . \$25

A-28 Standard Model. Full 1 1/2 inch Burtex Seamless Diaphragm, mounted on Jasper Brown Mahogany finish sounding board. Tone that can't be reproduced . . . \$18.50

Exhibits at the RMA Trade Show

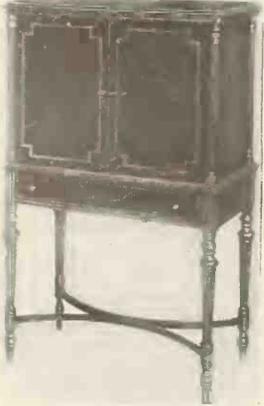
Perryman process oxide coated filament and the 250 is similarly equipped with both tubes incorporating the Perryman bridge.

Philadelphia Storage Battery Co., Philadelphia, Pa. (Space 123, 124, 125). Complete line of Philco 1928-1929 radio receivers, comprising the following styles: Philco table type, 6 tubes, AC operated; neutrodyne range control separates distant stations without moving tuning dial; illuminated dial,



Philco Table Model

Spanish brown, \$115; also produced in colors—Nile green, Mandarin red and Labrador grey, designed by Hollingsworth Pearce, \$125; Philco highboy, designed as a modern version of the Louis XVI period, AC operated, same chassis as table model, in handsome walnut cabinet; Philco console grand speaker; radio receiver equipped with phonograph jack, power supply and built-in aerial, \$275; Philco console receiver, AC operated, same chassis as table model, designed after Louis XVI period; selected walnut panels, Philco console grand speaker,



Philco Highboy

phonograph jack, \$200; also Philco speakers including the Ships Bell Clock speaker with drum of heavy steel and measuring 13 inches in width, 6 1/2 inches in depth and 10 1/2 inches high, Spanish brown, \$25; hand-decorated to match table cabinet, \$27.50; also the Philco console grand speaker table to go with the Philco radio receiver; can support any table model set and made of selected walnut panels, \$50, including new Philco speaker.

Platter Cabinet Co., North Vernon, Ind. (Space 91). Complete line of radio speakers, radio cabinets and phonograph-radio combinations.

Polymet Mfg. Co., New York, N. Y. (Space 143). Complete line of various condenser and resistance elements, also grid leaks, rheostats, etc.

Piercion Co., Rockford, Ill. (Space 115.) Complete line of radio cabinets and consolelets of all descriptions, fea-



Piercion Glenwood Model 52

turing the Avignon, No. 822, a Louis XIV design, with original carvings, inlaid Italian marquetry and artistic design; \$200. Also the Glenwood model,



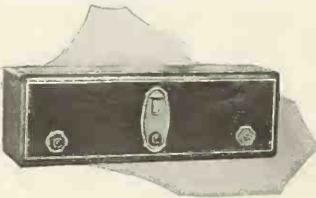
Piercion Avignon Model 822

No. 52, of modern French design and original lines, \$75.

Pooley Co., Philadelphia, Pa. (Space B 40). Complete line of Pooley radio cabinets in all styles and sizes to accommodate standard table sets of all descriptions; also console cabinets in a complete price range.

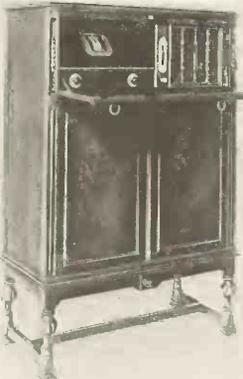
Racon Elec. Co., New York, N. Y. (Space 119). The new Racon air column drum speaker featuring the exponential air column horn developed by this company; also dynamic speaker.

Radio Corp. of America, New York, N. Y. (Space 57-58-59). Complete line of RCA Radiolas, Radiotrons and loud speakers, including the following models: Model 18, table type, 7 tube, AC operated, \$115; Model 16, table type, 6 tube, battery operated, \$82.75; Model



Radiola 18

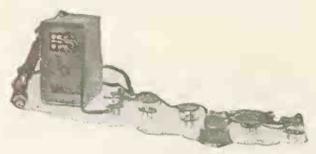
20, table type, battery operated, 5 tubes, \$89.50; Model 25, table type, 8 tubes, Super-Heterodyne, battery operated, \$260; Model 30-A, console type, 8 tubes, Super-Heterodyne, socket power operated, AC or DC, \$495; Model 32, console type, 8 tubes, Super-Heterodyne, socket power operated, AC or DC, with Model 104 loud speaker, \$595. Deluxe loud speaker 105, complete with Radiotron for AC operation.



Radiola 32

ation, floor cabinet, \$350; loud speaker 104, complete with Radiotrons for AC operation, floor cabinet, \$275; and with Radiotrons for DC operation \$310; loud speaker 100A, table model, \$35. Complete line of RCA Radiotrons, both AC and DC operated, RCA B eliminator, \$48. All prices of receiving sets are complete with Radiotrons.

Radio Receptor Co., New York, N. Y. (Space B 69). Complete line of



Powerizer A

Powerizers comprising the following

models: Powerizer A to be used with a B eliminator and the new AC tubes, supplying filament grid bias for a set using the standard AC tube equipment, \$12; Powerizer Junior designed to convert a battery set into an ordinary electric set employing the 171 tube in the last stage, \$35; DC tube Powerizer made for those sets operating only with UX 199 tubes and UX 222 screen grid tubes; this unit being produced for making house current application to the semi-portable super-heterodyne No. 812 Radiola grand, Radiola 26 and to the Victor combination 7-3; unit requires no re-wiring or changing of tubes of any other kind, \$80; also a two-stage Powerizer which is adapted for use with a phonograph pick-up; uses the UX 226 tube in the first



DC Tube Powerizer

stage and the UX 10 in the second, being used by music dealers for demonstrating phonographs, \$75; standard Powerizer at \$60 and a special Powerizer with power pack designed exclusively for Radiola 25 and 28 at \$84.

Radio Master Corp., Bay City, Mich. (Space 138). Complete line of radio furniture.

Raytheon Mfg. Co., Cambridge, Mass. (Space 41). Complete line of Raytheon products featuring the Raytheon BH tube and the Raytheon Kino-Lamp for television.

R. B. M. Mfg. Co., Logansport, Ind. (Space 134 B). R. B. M. voltage regulator for AC receivers controlling both

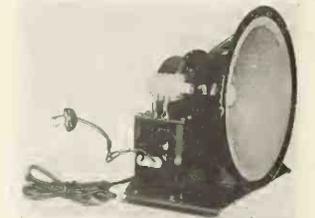


R-B-M Voltage Regulator

high and low voltage regulations and delivering 110 volts to the receiver when the voltage is between 90 and 130; \$10.

Red Lion Cabinet Co., Red Lion, Pa. (Space B 70). Complete line of Red Lion desks and radio cabinets for Atwater Kent receivers.

Rola Co., Oakland, Cal. (Space B 86). Complete line of Rola loud speaker products including the following: model MU, manufacturers' type Rola



Rola Dynamic Unit

magnetic cone unit; model M-Rola magnetic cone unit only, \$18.50; model 20, Rola magnetic table cabinet speaker, \$35; model 25, Rola



Rola 20 Speaker

magnetic console table speaker, \$60; model DU, manufacturers' type, Rola dynamic unit; model D-110, Rola dynamic unit only with rectifier, \$50; model 30, Rola dynamic table cabinet speaker, \$75; model 35, Rola dynamic console speaker, \$110.

St. Johns Table Co., Cadillac, Mich. (Space 16). Complete line of radio tables and cabinets including the following models: Normandy radio table

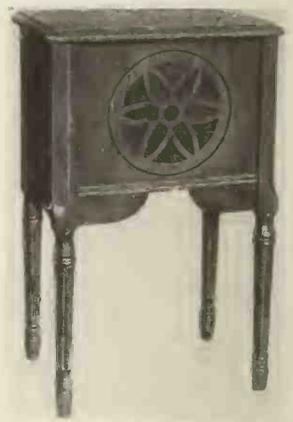


Normandy Radio Table

finished in antique walnut, Canterbury cabinet finished in antique walnut; Stratford table and the Fleur-de-Lis console.

Samson Elec. Co., Canton, Mass. (Space 70.) Complete line of socket power equipment, amplifiers and parts.

Sandar Corp., Long Island City, N. Y. (Space 101.) Complete line of loud speaker products including Sandar dynamic speakers in the following models: End table dynamic, model 75, for 6-volt DC and AC at \$75 each;



Sandar End Table Model 75

table model dynamic, model 71, for 6-volt DC and AC at \$50; table console dynamic, model 77, for 6-volt DC and AC, \$110; also balanced armature



Sandar Panel

speakers in the following models: Sandar Panel, \$25; Sandar Cabinet, \$35; Sandar Cabinet, Jr., \$19.50; Built-in table, \$50; Box Chassis, \$18.

Shamrock Mfg. Co., Newark, N. J. (Space 156.) Featuring the new Shamrock dynamic electric radio receiver for 1928; AC operated, 7-tubes for 60 cycles use. It can also be supplied for



Shamrock Dynamic AC Radio

25 cycles at an increase of \$10; attractive cabinet design in antique walnut, Chinese green, Mandarin red, ebony and gold, ivory and crackled finishes, single dial, drum dials in green Bakelite illuminated, \$85.

(Continued on page 69)



ZENITH
TRADE MARK REG.
→ **LONG DISTANCE** ←
TRADE MARK REG. **RADIO**

WE are ready to serve Zenith dealers and prospective dealers in the Bronx, Northern New Jersey, New York State and Connecticut.

THESE EXQUISITE EXAMPLES OF THE "ALL-ELECTRIC RADIO OF HUMANIZED TONE" ARE THE ONES FOR WHICH THE MACKENZIE RADIO CORPORATION AND OTHER ZENITH DISTRIBUTORS RECENTLY PLACED ADVANCE ORDERS FOR THE COMING SEASON WITH THE FACTORY TOTALING \$12,000,000.

The most complete line on
the market—16 models—
battery or electric—
\$100 to \$2500

Mackenzie Radio Corporation

1225 BROADWAY

Phone: Chickering 8386-7-8

NEW YORK, N. Y.

The New Zenith Radio

See ZENITH
at the Radio Manufacturers'
Trade Show—Booth No. 89
Demonstration in Suite 505A



Model 35 The Zenith 6-tube circuit in a "High-Boy" Console—All Electric with Cone Speaker. Power unit completely contained at left of cabinet. Cabinet of English design in figured walnut veneers. Solid walnut legs and stretcher. Price—Less tubes—\$270. With Power Speaker—\$330.

Model 39 Zenith 8-tube circuit with loop and power speaker built integrally in cabinet. Completely Electric in operation. The famous Zenith power speaker embodied in this model is a wonderful performer under all broadcast conditions. Artistic cabinet of walnut veneer, attractively carved. Power speaker installed directly behind ornamental grille. Price—Less tubes—\$450.



See the
Zenith Automatic
at the Show!

Watch for this tremendous sensation at the radio show. The biggest thing since All-Electric radio—Zenith is first again with an idea that will sweep the country.

ZENITH RADIO CORPORATION
3620 Iron Street, Chicago, U. S. A.

ZENITH
TRADE MARK REG.
→ LONG DISTANCE ← **RADIO**
TRADE MARK REG.

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO

Smashes All Previous Standards

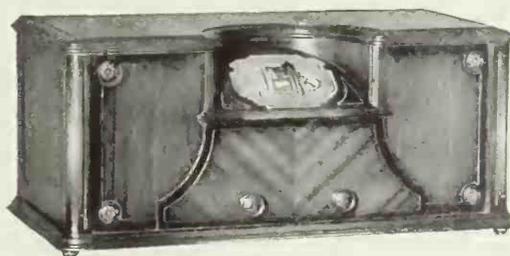


Model 34 The 6-tube Zenith Chassis in a beautiful "Low-Boy" Console with Cone Speaker. Completely Electric. Speaker mounted behind attractive grille. Cabinet of figured walnut veneers in dark dull rubbed finish, beautifully shaded and blended. Price—Less tubes—\$230.

Model 32 The "Low-Boy" Console model for Battery operation. Price—Less tubes—\$180.

15 Models — 3 different circuits — 6, 8 and 10 Tubes including DeLuxe Models — with or without loop or antenna — battery or fully electric — \$100 to \$2,500. Western United States prices slightly higher — "Licensed only for radio amateur, experimental and broadcast reception."

WE ARE proud to present the new line of Zenith Radio to the industry and to the public. It's the best job of radio building that Zenith has ever done. When Zenith distributors saw the 1928-29 line at the recent convention they placed orders for more than double the entire Zenith business of last year. The outlook is bright. Zenith dealers have made money consistently for the past seven years. This year, with a product that is worthy of Zenith's position as the world's largest manufacturer of high grade radio, the profit possibilities are greater than ever.



Model 33 Zenith 6-tube set in table cabinet, completely Electric. Single dial control with effectively shielded all-metal chassis. Transparent dial illuminated from underneath, making figured scale stand out with brilliant clarity. Cabinet of matched walnut veneer with dial and esutecheon placed in a attractive circular recession at top. Price—Less tubes—\$150.

Model 31 The 6-tube table model for Battery operation. Price—Less tubes—\$100.

ZENITH

TRADE MARK REG.

→ LONG DISTANCE ← RADIO

TRADE MARK REG.

WORLD'S LARGEST MANUFACTURERS OF HIGH GRADE RADIO

IF YOU'RE
LOOKING
AHEAD —

SELL



THE ALL-ELECTRIC RADIO
OF *HUMANIZED* TONE

—AND IF YOU'RE *REALLY* LOOK-
ING AHEAD—YOU'LL SIGN YOUR
ZENITH FRANCHISE *NOW!*

**NORTH AMERICAN
RADIO CORP.**

1845 BROADWAY, NEW YORK

Phone: Columbus 7514

Exclusive Zenith Distributor for

MANHATTAN

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LONG ISLAND

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TRADE MARK REG.

→ LONG DISTANCE ← RADIO

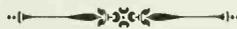
TRADE MARK REG.

Advance orders for Zenith Receivers
have shattered all previous records



AUTOMATIC TUNING

An Exclusive Zenith Feature



1928-1929—30 Zenith Models

Ranging from \$100 to \$2500

World's Largest Line of High Grade Radio



A Zenith Dealer Franchise guarantees you
prestige, permanency, and more profit.

KIMBERLY RADIO CORP.

54 East Erie Street, Chicago

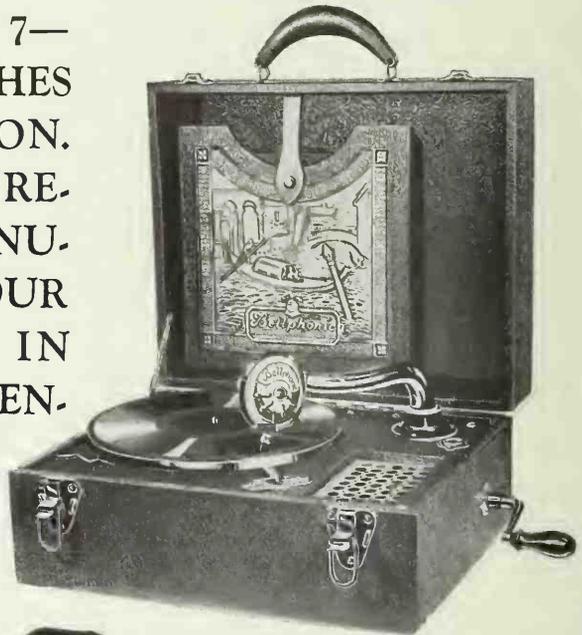
During the R M A Trade Show—Room 563, Stevens Hotel

Bellphonic



“THE BELL TONED PORTABLE”
FOR THAT WONDERFULLY
CLEAR AND DEEP TONE—
THERE IS NOTHING TO COMPARE WITH
THE BELLPHONIC No. 7 AT \$25.00 LIST.

FEATURES OF MODEL No. 7—
WOOD TONE CHAMBER 52 INCHES
LONG; VIOLIN CONSTRUCTION.
SNAKE TONE ARM. SPECIAL RE-
PRODUCER. COVERED IN GENU-
INE DU PONT FABRIKOID. FOUR
COLORS. TOP AND ALBUM IN
TWO-TONE DECORATIONS. GEN-
ERAL INDUSTRIES FLYER
MOTOR.



NO. 7. LIST \$25.00



NO. 10. LIST \$20.00



NO. 11. LIST \$15.00



NO. 5. LIST \$12.50

THE LIFTON MANUFACTURING CO.

40-46 WEST 20th STREET

NEW YORK CITY

A New Sleeper Monotrol Challenges Comparison



1928-29
Sleeper Monotrol
All-Electric With
Electric Clock

Every year—you've seen it happen.

The old story of ill-advised manufacturers doing their level best to "give" you all of the latest improvements demanded by the public each year—at prices that would scarcely cover half of these improvements. Cutting quality where it's least likely to be seen is . . . as every automobile and radio manufacturer knows . . . the easy route to prices sensationally low.

Every year you've seen it fail.

The cut-price window around the corner is congested every Spring with what sounded like miraculous bargains the previous Fall.

*These Outstanding Sleeper Features
Yield Greatest Satisfaction
Per Dollar Spent*

The name that has been famous in radio for so many years swings into 1928-29 stride with a new all-electric Monotrol (one control—trade mark registered) that will give farsighted dealers a genuine thrill of satisfaction and confidence.

For the features are there which the most discriminating public now de-

mands. And at no point, visible or hidden, has absolute, enduring quality been sacrificed a thousandth of an inch.

THIS year is already shaping itself up to be remembered in the radio trade as "The Year of Dynamic Speakers."

And as every thoroughly-posted dealer already knows—the dynamic speaker shows up inferior quality in a radio set as no acid test ever has before.

*These Outstanding Sleeper Features
Yield Greatest Satisfaction
Per Dollar Spent*

7 tubes. 6 A. C. in tuning circuit and one for full wave rectification.

Line voltage control for regulation of any A. C. current between 90 and 130 volts.

(Special feature). Available in 25 or 60 cycle models. Important for Buffalo,

Upper Michigan, Canadian cities, etc.

Also available in 6-tube models for D. C. Electric Lines.

Specially wired and powered for using dynamic speakers.

Panel switch for phonograph operation.

Illuminated wave length scale.

Flawless volume control. Also local-distance control.

Vernier adjustment.

The famous Sleeper System of A. C. Operation — rectifies A. C. hum instead of suppressing it—thus retaining all of the vocal or instrumental range.

Sleeper offers radios most original and appealing sales feature. Every 1928-29 Sleeper Monotrol specially equipped without extra charge with one of the much-discussed new electric clocks. As you know, nine people out of ten forget to wind the clocks in their homes—at last, a home clock that runs on for years without rewinding! Purchasers of 1928-29 Sleeper Monotrols will at last be sure of having one clock that's absolutely, electrically accurate—a clock by which all other clocks in the home can be set. And a constant easy reminder of the moment at which the desired program goes on.

Completely self-contained in table model as illustrated above—and in two consoles by Adler Royal. Option of built-in Temple Air-Crome Speaker.

*These Outstanding Sleeper Features
Yield Greatest Satisfaction
Per Dollar Spent*

MAIL THIS COUPON

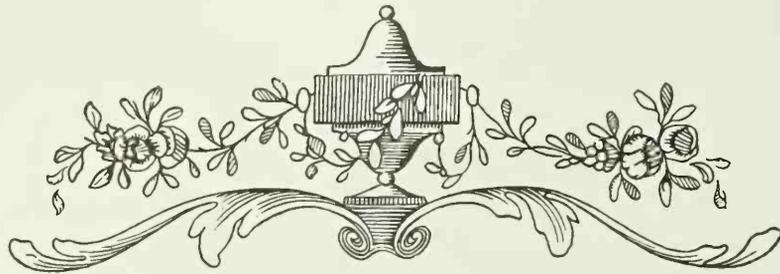
SLEEPER RADIO & MFG. CORP.,
Sixth and Washington Avenues,
Long Island City, N. Y.

Personal Attention: Mr. Gordon Sleeper
I am a (check which) Distributor Dealer,
and I would like to hear from you immediately
regarding your franchise policy on 1928-29
Monotrol exhibited by you in Chicago as a
member of the R. M. A.

Name
Address

Sleeper
MONOTROL
REG. U.S. PAT. OFF.

SLEEPER RADIO & MFG. CORP., Sixth and Washington Aves., Long Island City, N. Y.



A RECORD of achievement

LESS THAN SIXTY DAYS AGO—The ORCHESTROPE was announced to the trade—AND NOW! It has swept the country and created a wave of enthusiasm wherever it has been shown. At the National Music Show which just closed at the Hotel Commodore in New York, the Orchestrope was heard by immense crowds who unhesitatingly pronounced it the most outstanding development in musical reproduction in years. A nation-wide distributing organization is already in the field to serve the dealer, and sales up to date have so far surpassed expectations that, even working night and day, it has been impossible to produce enough instruments to satisfy the demand.

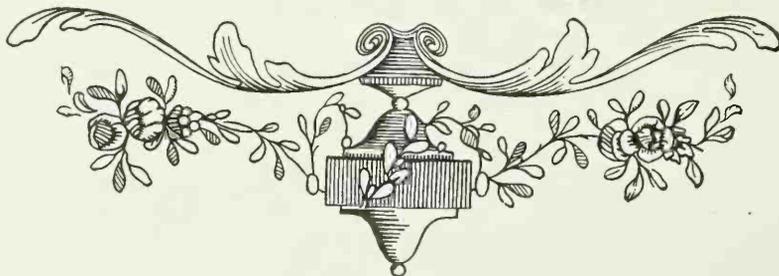
Such popularity must be deserved, *and why*—The ORCHESTROPE is essentially new and radically different . . . the only machine on the market which incorporates such outstanding features: Plays 28 records on both sides continuously, changing and turning them automatically . . . Amazing simplicity of operation . . . Immense volume . . . Delightful tonal qualities . . . A cabinet of refinement and beauty . . . these are some of the reasons for the wonderful success of the ORCHESTROPE.

Due to the late date we were unable to secure space at the Chicago Radio Show, but the ORCHESTROPE will be on display at our Chicago office, the Lyon-Healy Bldg., 643 E. Jackson Blvd., Suite 613-614. You are cordially invited to *see* and *hear* this new musical sensation.

We have always sold exclusively through Dealers

CAPEHART AUTOMATIC PHONOGRAPH CORP.

Mfgs. of *The Orchestrope* Huntington, Ind.



Exhibits at the RMA Trade Show

Showers Bros. Co., Huntington, Ind. (Space B 1-2.) Complete line of radio cabinets to meet all requirements of



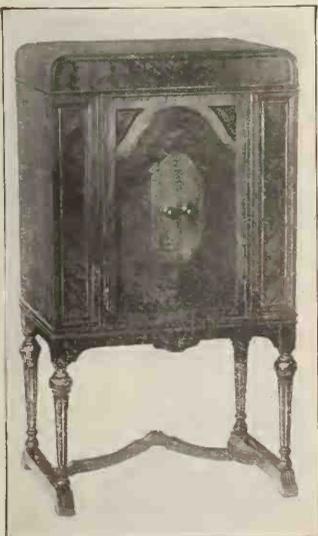
Showers Cabinet No. C1
the trade, featuring a line of cabinets ideally adaptable for Crosley radio re-



Showers Cabinet No. C3
ceivers and approved by Powel Crosley, president of the latter company.

Silver-Marshall, Inc., Chicago, Ill. (Space B 6-7.) Public address amplifier No. 685, \$160; short wave receiver kits, transformers, variable condensers, drum dials, cabinet shields and receiver kits of all types and descriptions.

Slagle Radio Corp. (Division United States Electric Corp.), Fort Wayne, Ind. (Space B 88-89.) Complete line of Slagle radio receivers, including model A, nine-tube console, Technidyne circuit, AC operation, dynamic



Slagle 9 Tube AC Set
power speaker, housed in cabinet of walnut finish, model B, ten-tube console model, Technidyne circuit, AC operation, in-built directional loop, dynamic power speaker, phonograph pick-up connection, illuminated dial, handsome walnut cabinet; model C, ten-tube console low-boy, Technidyne circuit, AC operated, in-built direc-

tional loop, dynamic power speaker, phonograph pick-up connection, illuminated dial, handsome walnut cabinet; model D, ten-tube console high-boy, Technidyne circuit, AC operation, in-built directional loop, dynamic power speaker, phonograph pick-up connec-



Slagle 10 Tube AC Set

tion, illuminated dial, handsome cabinet of the Florentine period, walnut finish, equipped with or without phonograph turntable and space for records provided, model E, ten-tube console high-boy, Technidyne circuit, AC operated, directional in-built loop, dynamic power speaker, phonograph pick-up connection, illuminated dial, handsome but walnut cabinet, equipped with or without phonograph turntable and space for records provided. All models have a single positive tuning control.

Sleeper Radio & Mfg. Corp., Long Island City, N. Y. (Space 16.) Complete line of all electric receivers, under trade name, "Sleeper Electric Monotrol," including two-table models and two consoles, single control, illuminated wave-length scale, six tubes in the tuning circuit of the new AC type with a full-wave rectifier tube,



Sleeper Table Model Set

electric clock on the control panel, connection for dynamic speaker, special switch for use of phonograph pick-up, panel of solid walnut, price range from \$140 to \$235.

Sonatron Tube Co., Chicago, Ill. (Space B 19.) Complete line of Sonatron Radio Tubes.

Sparks, Withington Co., Jackson, Mich. (Space 126-127.) Showing new developments in Sparton products to be announced in next month's issue.

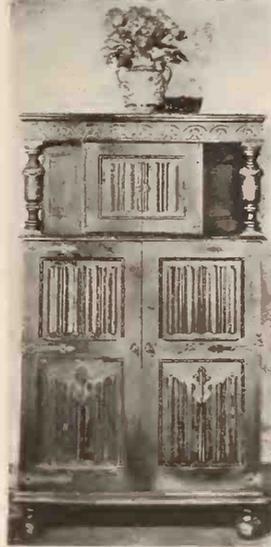
Spittdorf Radio Corp., Newark, N. J. (Space B 72-73.) Complete line of Spittdorf Radio Receivers, AC operated, in ten models designated as



Spittdorf Como Model

Senior and Junior models; the difference being that the Senior consoles

utilize two of the 250 tubes and double-dynamic speaker reproducers; the Junior console models utilize one of the 250 tubes with one dynamic reproducer. The Senior models are as follows: Salem (without top), \$575; with top, \$725; Winthrop, \$750; Devon, \$850. The Junior console models are the Como, \$450; Avon, \$290; Lorenzo, \$390, and Warwick. There are also two



Spittdorf Devon Model

table models, the Abbey, Jr., \$135; and Abbey, Sr., \$175; the latter being built with "250"-power amplification for use with a dynamic loud speaker. All models with the exception of the Abbey, Jr., have a phonograph jack for phonograph record amplification.

Standard Radio Corp., Worcester, Mass. (Space 26.) Complete line of Standard radio receivers, AC operated.

Steinite Radio Co., Chicago, Ill. (Space B 20-21-22.) Complete line of Steinite radio receivers comprising the



Steinite Sevilla Model

following models: style 261, table type, six tubes, AC operated, cabinet of Duco finished wood, single control, il-



Steinite Table Model No. 261

luminated drum dial, \$75; Sevilla console, Spanish design, with the 261 chassis, \$150; Rembrandt console with 261 chassis, \$131; Standish console with 261 chassis, \$115. All Steinite consoles are made of black walnut veneer, finished in Duco, and all consoles and console cabinets are equipped with the Steinite Polyphonic long air-column speaker.

Sterling Mfg. Co., Cleveland, O. (Space 36.) Complete line of radio accessories, including pocket ammeters, voltmeters, tube reactivators, tube testers and similar products, featuring

a new AC line voltage stabilizer, which gives to AC sets a constant 115-volt supply on the tube filaments; en-



Sterling AC Line Voltage Regulator

tirely automatic in operation, entirely dry with no tubes or batteries. Also featuring model R-375, screen grid pre-amplifier for practically all six-volt



Sterling Model R-375 Pre-amplifier

DC sets, giving amplification of about ten times that of the 201-A tube, list price without screen grid tube, \$15.

Stevens Mfg. Corp., New York, N. Y. (Space 137.) Complete line of Stevens 1928-1929 loud speakers in the follow-



Stevens LG-28 Speaker

ing models: A-28, \$18.50; B-28, \$25; LG-28, \$25, and the S-28, \$35. Both the LG-28 and the S-28 (illustrated)



Stevens S-28 Speaker

have the Stevens double-suspension TT unit with the Burtex diaphragm.

Stewart-Warner Speedometer Corp., Chicago, Ill. (Space B 46-47.) Complete line of Stewart-Warner 1928-1929 radio receivers and new reproducer; sets being designated as the series "300," featuring model 802 with built-on reproducer, a compact portable receiver with cabinet finished in bronze moire; AC operated, seven tubes, built-on reproducer, single dial control, electrical phonograph pick-up, complete with built-on reproducer, \$111; model 801 without reproducer, same chassis

(Continued on page 70)

Exhibits at the RMA Trade Show

its model 802, \$94.50. Also five attractive console cabinets of period designs equipped with the model 802 receiver and the new reproducer, made by the Buckeye Mfg. Co., of Springfield, O. Also model 806, battery-operated type, identical in appearance and tuning



Stewart-Warner Model 802

characteristics with the AC model 801. Also the new Stewart-Warner reproducer, magnetic type and attractive design, at \$16.50.

Super-Ball Antenna Co., Green Bay, Wis. (Space 42). Super-ball Antenna, \$7.50; kit, \$1.

Superior Cabinet Co., Muskegon, Mich. (Space 112-113). Complete line



Superior (Muskegon) Model 810 of cabinets and radio furniture for all

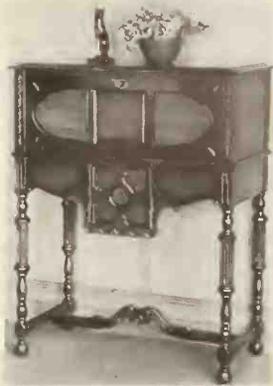


Superior (Muskegon) Model 802 standard sets and to meet all requirements of the trade.

Televoac Corp., West New York, N. J. (Space B 84). Complete line of Televoac radio, including amplifier, power amplifier, rectifier, dry cell and AC tubes.

Sylvania Products Co., Emporium, Pa. (Space B 16-17-18). Complete line of Sylvania radio tubes, including five types of amplifier tubes, a guaranteed detector tube, two types of dry cell tubes and two types each of rectifier, power amplifier and AC tubes.

Superior Cabinet Corp., New York, N. Y. (Space 83). Complete line of radio cabinets all equipped with the RCA 100-A loud speaker and with a price range from \$50 up, a feature



Superior (New York) Model 21 model being model 501 to accommodate any standard radio set contains exclusive sliding draw and instantaneous interchangeable panel, finished in



Superior (New York) Model 501 grained walnut with striped walnut borders and maple overlays.

Temple, Inc., Chicago, Ill. (Space 108). Complete line of Temple loud speaker products, including the following: Temple model 15 air-column



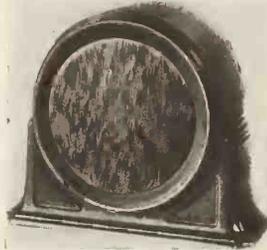
Temple Speaker Model 15 speaker with a center line air-column length of fifty-four inches, so designed to fit into a small compact speaker eleven and one-half inches in diameter, attractive appearance, encased in genuine walnut with a leather



Temple Speaker Model 20 effect on the sides of the same color, \$29. Temple Air-Chrome speaker, model 20, encased in walnut, employing new balanced tension principle with the diaphragm so arranged that the larger or front half is tuned to the lower frequencies and the smaller or back half to the higher frequencies, \$35; also a complete line of Temple Air-Chrome speakers, manufacturers' types, for use in console cabinets, in-

cluding model F, \$23; model J, \$25; model K, \$20. Also complete line of Temple air-columns, manufacturers' models, including model 24, \$20; model H, \$16, and model 115, \$14. Also the Temple double-action unit for replacement, \$6.

Timmons Radio Products Co., Philadelphia, Pa. (Space 120-121-122). Tim-



Timmons Speaker

mons speaker of new design, balanced armature type and embodying distinctive features, \$25.

Tower Mfg. Co., Boston, Mass. (Space B 53). Tower speakers in following types, Adventurer Cone model, \$11.95; Castle Cone speaker, \$11.95; Pirate Cone speaker, \$8.95; model 28 drum-type speaker, \$17.50.

Tyrman Electric Corp., Chicago, Ill. (Space B 14). Tyrman portable receivers, model 50, five-tube set, \$64.50; also new double-drum dial with window light, \$12.

Udell Works, Indianapolis, Ind. (Space 142). Complete line of Udell radio cabinets comprising all types and models to accommodate standard sets and to meet all requirements of the trade.

United Radio Corp., Rochester, N. Y. (Space 67-68). Peerless Reproducers in magnetic type and dynamic speakers, also speaker tables.

Utah Radio Products Co., Chicago, Ill. (Space B 96). Complete line of Utah loud speaker products, including the following types: Model 35, cone magnetic, \$18; model 28, cone magnetic, \$26; model 30, cone magnetic,



Utah Model 30

\$30; model 35, cone magnetic, \$35; Utah Screen cone-magnetic, \$75; dynamic unit, 110 AC, \$50 dynamic unit, 110 DC, \$40; dynamic unit, six-volt,



Utah Model 26

\$35, dynamic cabinet model. Also dynamic cabinet table, 110 AC, dynamic cabinet table, 110 DC, and dynamic cabinet table, six-volt. Also Utah piano unit, \$10; Utah standard speaker unit, \$5; Utah DeLuxe unit, \$7.50. Also Utah cabinet speakers, including type XH, \$28; XU, \$22; XB, \$18 and XM, \$14. Also Utah cone, type X, \$35.

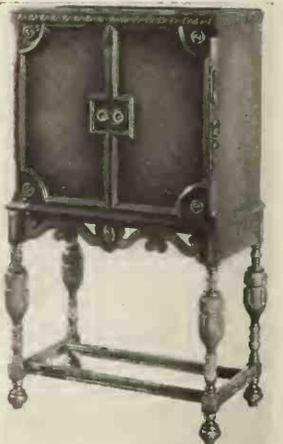
Victoreen Radio Co., Cleveland, O. (Space 147). Complete line of radio frequency transformers, rheostats, etc.

Wasmuth-Goodrich Co., Peru, Ind. (Space B 15). Complete line of Wasmuth-Goodrich cabinets, including the No. 33 Bristol, striped walnut, Jacobean period, sliding draw for electric set equipped with RCA speaker. No. 17 Cortez, finished in walnut to accommodate the leading standard table types, equipped with RCA 100 speaker. Madrid model, Spanish table-type to accommodate any radio set, available in mahogany and walnut, equipped with RCA speaker; Seville model with butt walnut front, lifting top and ventilating device to prevent excess AC tube heat, to accommodate any set,

and is equipped with RCA 100-A speaker. Imperial combination phone-radio cabinet of walnut, equipped with



Wasmuth-Goodrich Cabinet No. 17 spring motor or G. E. electric motor and cone speaker, electric pick-up, sliding draw large enough to accom-



Wasmuth-Goodrich Cabinet No. 33 modate any radio set, special shelved compartment for record library.

Watsontown Table & Furniture Co., Watsontown, Pa. (Space 74). Complete line of radio tables and consoles with and without speakers; also phonograph-radio combinations.

Webster Electric Co., Racine, Wis. (Space 4). Complete line of audio-transformers, power transformer and electric pick-ups.

Wells-Gardner Division (Consolidated Radio Corp.) Chicago, Ill. (Space 103). Complete line of radio receivers, including six-tube AC model, seven-tube AC model, six-tube battery model and seven-tube battery model; all in table type and console models.

Weston Electrical Instrument Corp., Newark, N. J. (Space B 94). Complete line of electrical measuring in-



Weston 537 Set Tester instruments and accessories, featuring the new Weston model 537, AC-DC radio set tester. As a companion fea-



Weston 528 Set Tester ture, a small, triple-range portable AC instrument, known as the Weston model 528.

(Continued on page 72)

WORLD'S LARGEST EXCLUSIVE MAKERS of TONEARMS · REPRODUCERS

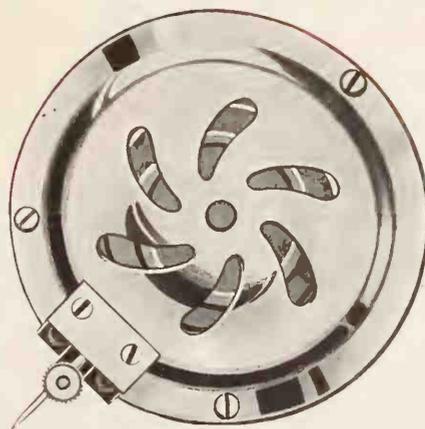
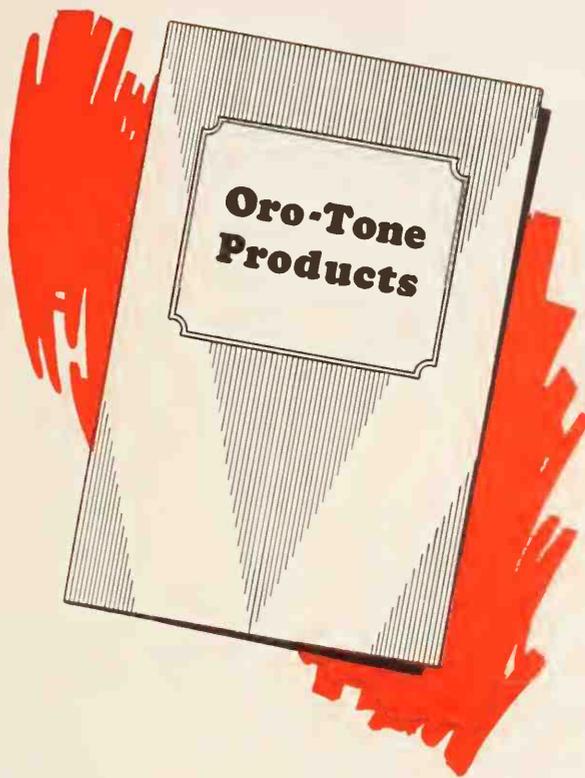
HIGHEST QUALITY AT LOW COST

MANUFACTURERS—Jobbers—Dealers—Consumers—all are today showing a real preference for Oro-Tone quality reproducers and tone-arms!

Distinction and grace of design, full volume with richness and definition of tone, fine performance which continues to be fine after many years—these are the things you want—and get—in Oro-Tone reproducers and tone-arms.

Every tone-arm is made in our own plant—every Oro-Tone reproducer is completely fabricated under one roof—our own. This undivided responsibility assures you of that high quality of material and workmanship you expect from Oro-Tone. And this same unity of manufacture means economy in production too—so that you may buy genuine Oro-Tone reproducers and tone-arms for no more than you would pay for assembled products.

Our new catalog, shown above, is just off the press bringing you complete information and prices on our entire line. The one line offering you everything you need for a sound, profitable, repeat business—quality—service—and a liberal margin of profit. This new catalog will be sent gladly to Manufacturers, Jobbers or Dealers, upon request. Write today!



Model 90
Reproduces the entire musical range faithfully with every detail of the highest and lowest notes. List prices—Nickel, \$7.50; Gold or Oxidized, \$9.00.

The Oro-Tone Co.

1000-1010

QUALITY FIRST

GEORGE ST.

CHICAGO, ILL.

Exhibits at the RMA Trade Show

Wilcox Labs., Charlotte, Mich. (Space 20). Cathedral Grand radio sets listing from \$100 to \$375; also Little Theatre speakers.

Zenith Radio Corp., Chicago, Ill. (Space 89). Complete line of Zenith 1928-1929 Long-Distance radio receivers, including the new Zenith automatic and comprising the following types: Model 33, table type, AC operated, seven tubes, cabinet of dark walnut, illuminated dial, all-metal shielded chassis, \$150; model 31, table-type bat-



Zenith No. 33

tery receiver, six tubes, chassis cabinet and circuit identical with model 33, except that the chassis is so wired to accommodate the battery type of tubes, \$100; model 34, open-face, low-boy console electric receiver, seven tubes, cabinet of dark walnut veneer, cone-type speaker, chassis circuit and power unit identical with model 33, seven tubes, \$230; model 32, low-boy console battery receiver, six tubes, cabinet, speaker, chassis, circuit and power unit identical with model 34, except that the chassis is so wired as to accommodate the battery type of tubes, \$180; model 35, high-boy console electric, seven tubes, cabinet of authentic English design with richly figured walnut veneers, cone-type speaker, chassis, circuit and power unit identical with model 33, \$270; model 35 (automatic), cabinet identical with model 35, except that the inside front



Zenith No. 39

panel design has been modified to admit the automatic tuning device; chassis, speaker, circuit and power unit are the same as model 35; the automatic feature in this model is so designed that it does not interfere in any way with the old-fashioned method of tuning, \$325; model 35-P (dynamic speaker), cabinet identical with model 35; equipped with improved dynamic cone speaker, chassis and power unit same in appearance as those described for model 35, but are especially built for use with the dynamic cone speaker, eight tubes, \$330; model 35 AP (automatic with dynamic speaker), cabinet, speaker, chassis and power unit are the same as model 35-P, except that the automatic tuning device is included, eight tubes, \$355; model 39, console electric Loop receiver, cabinet of Italian Renaissance design of walnut veneer, concealed Loop in lower part of cabinet operated from the outside, illuminated dial, dynamic cone speaker, all-metal shielded chassis, ten tubes, \$450; model 39-A, console electric Loop receiver, cabinet identical with model 39, except that the automatic tuning device is included, ten tubes, \$510.

Show Exhibits Too Late to Classify Alphabetically

Magnavox Co., Oakland, Cal. (Space 111.) Complete line of Magnavox dynamic speakers for the 1928-1929 season, including the Aristocrat model made of two-tone walnut using the dynamic No. 6, 7 or 80 unit and listing at \$70 for dynamic No. 6, \$75 for dynamic No. 7 and \$85 for dynamic No. 80; also Cordova model with dynamic 700 unit, 110 volt, 60 cycle, AC combining rectifier and power amplifier, walnut cabinet, \$175; unit only, \$125; also dynamic 80 unit, 110 volt, AC, \$50; dynamic 6, 6 volt DC, 65 amps, operates from "A" battery, \$35; dynamic 7, 110 to 220 volts DC, for use with power amplifiers using high voltage rectified AC or with DC power supply, \$40.

Consolidated Radio Corp. (Arbophone Division), Ann Arbor, Mich. (Space 104.) Complete line of Arbophone radio receivers for 1928-1929 season—table and console types.

Trav-Ler Mfg. Corp., Chicago, Ill. (Space B 93.) Featuring Trav-Ler portable radio receiver, 5 tubes, loop aerial, loud speaker, weight 23½ pounds, \$57.50.

Walbert Mfg. Co., Chicago, Ill. (Space B 49.) Walbert 1928-1929 radio receivers, AC operated, Isofarad circuit, featuring model 26K, 6 tube set, totally shielded, handsome walnut cabinet, \$215; complete with tubes and table, \$262.50; also model 26K-70, console type, without tubes, \$320; complete with tubes and 7 foot aluminum, horn and Utah unit, \$347.50. Also Walbert No. 77, 8 tubes, AC

operated, 4 tuned radio frequency stages, single dial.

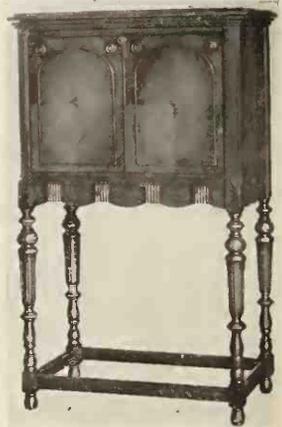


Walbert Receiver

operated, 4 tuned radio frequency stages, single dial.

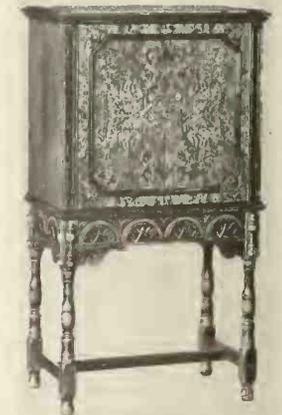
Radio Allied Mfrs. Assn., Chicago, Ill. (Space B 44-45.) Featuring complete line of Radiomode radio cabinets, including Berkey & Gay Radiomode 108, chest type, accommodating all types of radio sets, constructed of walnut and American

gum-wood with doors of English oak, \$100; also Radiomode 24, universal



Radiomode No. 67

cabinet, two sliding doors in front, bringing set dials and speaker into immediate operation, \$59.50; also Radiomode 67, high-boy cabinet, accommodating any radio set, construct-



Berkey & Gay—No. 108 Radiomode of walnut and American gum-wood; doors diamond-matched walnut. \$65.

Radio Wholesalers in Closed Meeting

Problems of Wholesale Trade Discussed at Membership Meeting Held at the Stevens Hotel in Chicago

The Radio Wholesalers' Association, affiliated with the Federated Radio Trade Association, Chicago, held a closed membership meeting on Saturday, June 9, at the Stevens Hotel, preceding the trade show. At this meeting problems of the wholesale trade were discussed. The manufacturers' relations committee, headed by Harry Alter, Chicago, had some interesting news to present to the entire membership regarding their activities during the past two months. The dealers' relations committee, headed by Fred Wiebe, Brown & Hall Supply Co., St. Louis, also presented a report of their activities.

This was the first complete membership meeting of the Radio Wholesalers' Association and was one of the most successful held in trade association activities. The Radio Wholesalers' Association has grown from its very modest beginning during the Milwaukee convention of the Federated Radio Trade Association, to a nation-wide organization with the most prominent wholesalers in the country belonging to this recognized group. In order to have the association function in the best possible manner, requests have been made to all the members to submit ideas and suggestions on the problems the radio wholesalers should handle and many new and interesting features have been developed in this manner.

The Association will hold an open meeting on Wednesday, June 13, at the Stevens Hotel,

open to all radio wholesalers in attendance at the convention, and at this time memberships will be invited. Election of officers will take place during a closed meeting in the latter part of the forenoon.

Atwater Kent Jobbers to Meet in Chicago

As this issue of The World goes to press Atwater Kent distributors from all sections of the country will gather at the Congress Hotel in Chicago for their annual convention. June 7, 8 and 9 have been designated as the convention dates and Chicago was selected in deference to the convenience of Mr. Kent's guests, practically all of whom will remain for the RMA Trade Show the following week. Speeches will be made by A. Atwater Kent, president; Vernon Collamore, general sales manager; R. E. Smiley and others. T. Wayne MacDowell, convention manager, has planned a complete program, including novel entertainment.

Federal Wholesalers in Pre-Show Meeting

A pre-season round-table discussion of Federal wholesalers was held at the Hotel Statler, Buffalo, N. Y., on June 6 and 7. This get-together began a series of business meetings in which the Federal Radio Corp. and its wholesalers discussed important marketing plans.

K. E. Reed, sales manager of the Federal organization, presented suggested marketing plans for discussion and exhibited the new Federal products. Proposed advertising schedules, presented by S. M. Doak, advertising manager of the company, were discussed, and dealer helps were also given close attention.

The Music Shop, carrying the Victor and Columbia lines, was recently opened in Gainesville, Fla. Messrs. Parker and Miller are the proprietors.



Sales Meeting of Kolster Radio, Eastern District, at Hotel Pennsylvania

ANNOUNCING

CASE SEVENTY

LINE

OVER-ALL POWER

THIS year the buying radio public will be satisfied with nothing less than the outstanding performance in radio receivers, that has been repeatedly promised, but seldom fulfilled.

In the new "Seventy" line, Case engineers have created a radio set that definitely embodies the essential factors necessary to meet this consumer demand.

The famous Hazeltine Neutrodyne principle as the basis, with access to the hundreds of radio patents under which we are licensed by R. C. A., Hazeltine, Latour and others, gives the new Case "Seventy" a remarkable advantage.

The factors of sensitivity, selectivity and volume in this set are so correlated as to produce a sum total of power that definitely results in performance needed to satisfactorily cope with present-day broadcast conditions. Add to this a range of decidedly popular prices, a distinct appeal to the eye in furniture value, and to the ear in tone quality. Immediate and lasting success is inevitable.

The engineering formula, O. A. P. (Over-All Power) which is here given for the first time, will have a vital bearing on radio merchandising hereafter, as the means of conveying in unmistakable terms, the relative efficiency of radio receivers.

Thus, the Case Radio staff not only contributes the remarkable "Seventy" line, but also has the distinction of conceiving and presenting the term, O. A. P., as a fair standard of measurement of the actual value and efficiency of a radio receiver.

It is our claim that the Case "Seventy" line will be the invariable choice of everyone who is governed by the rigid comparative tests which O. A. P. exacts.

A. Z. Case
President



Model 66-A
All-Electric Table Model

6 tube, Neutrodyne with A. C. tubes. Illuminated drum, single control tuning. Wooden cabinet, with flush front adaptable to any console. Dimensions—20x13x9" high. Price—less all tubes—\$98.00.



Model 73
A. C. Neutrodyne Chassis

This chassis is incorporated in Models 73B and 73C consoles. 7 tube Neutrodyne with A. C. tubes. Four stages of tuned radio frequency and antenna coupling tube. Single illuminated drum dial tuning control. O. A. P. rating 835,000.



Model 73-C

All-Electric Console

73 Chassis in a distinctly high grade set for the lover of the best in music and the ultimate in appearance. Power plant and speaker self-contained. O. A. P. rating 835,000. Price—including speaker and power plant but less all tubes—\$250.00.



Model 73-B

All-Electric Spinet Console

73 Chassis in a very attractive cabinet for restricted space. Self contained power plant and speaker. Made of genuine walnut panels—handsomely finished. The ensemble represents the most beautiful and efficient radio installation that can be purchased in its price class. O. A. P. rating 835,000. Price—including speaker and power plant—less all tubes—\$175.00.

CASE ELECTRIC CORPORATION
DIVISION UNITED STATES ELECTRIC CORP.
MARION INDIANA

1928-1929 Radio Lines Not Exhibited at the Annual Trade Show

Wide Variety of Radio Products for the Coming Season Show Decided
Tendency Toward AC Operation and Improvement in Cabinet Designs

Alden Mfg. Co., Springfield, Mass. Featuring the No. 922 Connectoraid for putting the 222-tube into battery-operated sets, providing for cutting down the voltage from six volts to three volts on the filament, \$1.50.

Balsart Mfg. Co., Chicago Ill. Balsart reproducer, \$35.

G. H. Bear Furniture Co., Allentown, Pa. Radio cabinets featuring an approved cabinet for the Grebe Synchronphase AC 6.

Browning Products Corp., Ogden, Utah. Browning Antenn-a-Liminator.

Cable Supply Company, Inc., Brooklyn, N. Y. Radio tubes, transformers, condensers and tone filters.

Consolidated Battery Co., Buffalo, N. Y. ABC power pack with adapter for AC tubes.

Decatur Mfg. Co., Brooklyn, N. Y. Decatur enclosed cone speaker, one model designed for installation in manufacturers' consoles; another for retail purposes in walnut cabinet at \$35.

Dudlo Mfg. Co., Ft. Wayne, Ind. Transformer, choke and magnet coils. Also magnet and antenna wire.

France Mfg. Co., Cleveland, O. "A" battery eliminator and "B" power supply.

D. H. Fritts & Co., Chicago, Ill. Fritts AC phonograph consolette of solid walnut, sliding draw equipped with an electrically operated turntable, shelf on stretcher designed for cabinet speaker, accommodates all standard makes of radio receivers; also Fritts DeLuxe console designed to take an air-chrome standard cone or dynamic speaker, adaptable for all standard makes of receivers.

Herald Electric Co., Inc., New York, N. Y. Herald Gothic speaker, \$25.

Jaeger Research Labs., Inc., Weehawken, N. J. Radio tubes.

Langbein-Kaufman Radio Co., New Haven, Conn. Elkay radio receivers, standard compact, AC operated, \$132.50; Standard Deluxe Spinnet table with air-chrome speaker, \$195; Junior chassis, AC operated, \$90.

Ottawa Furniture Co., Holland, Mich. Ottawa cabinet speaker, model 55, \$35; Ottawa speaker table, model 340, \$35.

Pathe Phonograph & Radio Corp., Brooklyn, N. Y. Dynamic loud speakers; cone-type magnetic speakers and the Pathe Cathedral speaker.

Pierce-Alro, Inc., New York, N. Y. AC-171 chassis, AC operated, finished in bronzed lacquer with panel finished in natural grain burl walnut.

Plymouth Furniture Co., Milwaukee, Wis. Radio furniture and consoles: R 18-D, \$42.50; S 18, \$37.50; L 18, \$32.50, all for the Radiola 18; model

WD for AC operated speakers, without speaker, \$50, with cone speaker, \$85, with dynamic speaker, \$100; K 37 for Atwater Kent 37 and 38 receivers, \$30; also varied line of furniture for other standard receiving sets.

Schubert Tri-Harmonic Co., New York, N. Y. Electric phonograph and radio combination.

Stanley Engineering, Inc., Boston, Mass. Stanley cage aerial.

Sonora Phonograph Co., Inc. Displaying at the Sonora offices, 64 East Jackson Boulevard, Chicago, Sonora products of the current season. Full details of Sonora 1928-1929 line will be announced shortly.

Stettner Phonograph Corp., New York, N. Y. Complete line of Stenola

A, for Zenith and Kolster receivers; also model No. 80, equipped with RCA 100-A speaker to accommodate standard radio receiving sets.

Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y. Private showing of Stromberg-Carlson radio receivers at



Stromberg-Carlson No. 635

the Blackstone Hotel, featuring the new No. 635 AC receiver, using three stages tuned and neutralized (Hazeltine patents) radio frequency amplification, including specially designed Stromberg-Carlson tuned antenna stage, detector and two stages of audio-amplification, all totally shielded; seven tubes, tunes with single illuminated station selector, phonograph jack allows use of magnetic pick-up device for electrical reproduction of records; handsome cabinet design, American walnut.

Super-Craft Products Corp., New York, N. Y. Super-craft speaker, pedestal model, \$28; table model, \$19.50, also Super-craft tubes.

Supreme Instruments Corp., Greenwood, Miss. Complete line of service instruments, featuring Supreme model 100-A radio service instrument and traveling case, \$98.50; Supreme model 80A radio service instruments, store case, \$89.50.

Trico Products Corp., Buffalo, N. Y. Trico-Cameron Antenna.

Trimm Radio Mfg. Co., Chicago, Ill. Entertainer cabinet speaker cone model, No. 58, \$25; cone chassis model, No. 48.

Ultratone Mfg. Co., Chicago, Ill.



Ultratone Model 8

Ultratone speaker, including the "Supreme" model No. 12, walnut metal



Ultratone Model 12

side with front, back and frame of wood, grill of gold, forty-eight-inch air chamber, \$22.50; No. 8 table speaker, finished in walnut with the Ultratone air-column, \$15.

Universal Cabinet Co., Greenville, O. Radio consoles and tables.

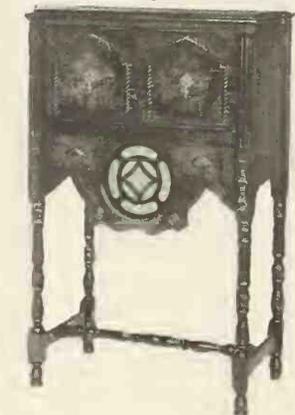
Van Duren Co., Chicago, Ill. All-metal radio cabinets, speaker housings, panels and sub-panels.

Van Horne Co., Inc., Franklin, O. Complete line of radio tubes.

Vitalitone Radio Corp., New York, N. Y. Dynamic speaker enclosed in furniture model which may be used as small table and may be enlarged by lifting one or two of the side wings; other models in various types of housings.

Workrite Mfg. Co., Cleveland, O. Workrite radio receivers, AC operated, model 18, seven-tube table model; model 28, seven-tube console; model 38, nine-tube table model; model 48, nine-tube console; also enclosed cone speaker.

Art Specialty Co., Chicago, Ill. Complete line of radio tables and cabinets featuring a console table and bench designed to conform with the new Radiola 18; Spanish design, finished in antique gold and polychrome with lower shelf to accommodate radio speaker; also console table and bench designed to conform with Crosley sets of Spanish design, finished in antique gold and polychrome.



Stettner Model 80

radio tables and cabinets featuring model No. 60 with RCA 100 speaker



Stettner Model 60

for Radiolas 17 and 18; model No. 60

Kellogg Distributors Attend Sales Convention in Chicago

Showing of Laboratory Models of the 1928 Kellogg Line a Feature of All-Day Session—
Four New Models Demonstrated to Distributors—Have Wide Price Range

On Monday, May 7, a group of Kellogg radio distributors and jobbers gathered at the Edgewater Beach Hotel, in Chicago, for an all-day session. The meeting was called by J. K. Utz, sales manager of the Kellogg Switchboard & Supply Co., for an initial showing of laboratory models of the new Kellogg line for 1928. Details of the line were given to the distributors present. Four new models were shown, ranging in price from \$169.50 to \$775.00. The lowest priced model is a table-cabinet housing, a typical Kellogg chassis, completely shielded, and made with the same care and workmanship as the higher priced models. A medium sized console was shown to retail at \$375. This console has several exclusive Kellogg features and met with approval on the part of the distrib-

utors. The third model shown was a large console in walnut, equipped with the Kellogg long air-column reproducer. This console is similar in general design to last year's model 510, but includes many refinements, the most important of which is a new type of tuning control which replaces the knobs with attractive levers. The piece de resistance of the evening was the showing of the new Kellogg de luxe model which the distributors declared to be one of the most beautiful examples of cabinet work they have yet seen.

The morning session at the Edgewater Beach Hotel was devoted to discussion of sales promotion and advertising by Mac Harlan, advertising manager of the Kellogg organization. After an informal luncheon the entire group of

distributors were taken to the Cubs' Park, where Chicago trounced the Phillies.

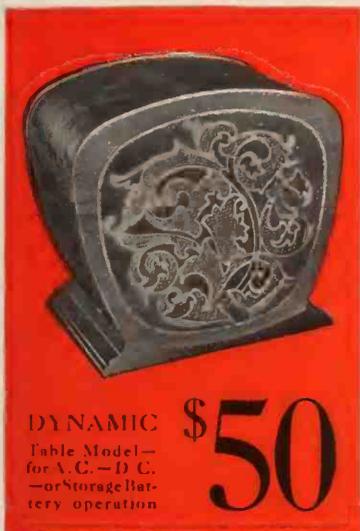
After the demonstration a seven-course dinner was served in the West Room of the Edgewater Beach. W. L. Jacoby, president of the Kellogg Co., presided, and told the distributors of Kellogg's sales plans for 1928. Fred Oliver, of the Boley-Oliver Co., New York distributor for Kellogg, in a brief talk, expressed his appreciation for the courtesies shown by the Kellogg Co., and predicted that the coming year would show the greatest growth in Kellogg business since the inception of radio. After his talk an adjoining room was thrown open and the new Kellogg models were placed on exhibition. The details of each model were explained by George Eaton, chief engineer.

Tuesday, May 8, private sales conferences between distributors, and Mr. Utz were held in the offices of the Kellogg Co. Kellogg distributors from every part of the country were present and recorded themselves as exceptionally well pleased with Kellogg sales prospects for the coming season.

A. and M. Gottlieb have opened a new music store near the Post Office, Muskogee, Ala.

The NEW SANDAR SPEAKERS

DYNAMIC



Other Dynamic Models

END-TABLE MODEL (75)

A charming end-table console model of richly finished two-tone walnut, certain of active sale wherever shown. For A. C.—D. C.—or Storage battery operation . . . \$75

TABLE CONSOLE (77)

A magnificent console model of two-tone walnut, with panels and grill handsomely carved. For A. C.—D. C.—or Storage battery operation . . . \$110

DYNAMIC CHASSIS (73)

An extremely compact reproducing unit, especially designed for radio and phonograph consoles. For 6-volt Storage battery operation, \$35—for D.C. operation, \$40—for A.C. operation, \$45

All SANDAR Speakers—both Dynamic and Balanced Armature types—are licensed under LEKTOPHONE PATENTS.

Introducing the 1928-1929 Models

WITH the advent of the new radio season, Sandar—the one radio speaker especially designed for low-tone beautification—is assured of even greater public acceptance than before. Sandar's famous, mellow, bass reproduction—unequalled by any other speaker—is now still further improved, thanks to unceasing engineering research.

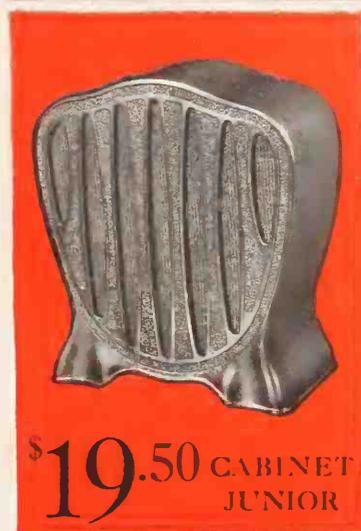
And now, too, come Sandar DYNAMIC Speakers to add further laurels to Sandar low-tone supremacy—and Sandar value-giving.

Here, indeed, is the speaker line for the progressive radio dealer. There's a model for every purse and purpose—for every type of set—for every source of current supply—all designed to give the wanted low-tone reproduction for which Sandar is pre-eminent.

Get in touch with your Sandar distributor, or

See the SANDAR Line
BOOTH 101
R. M. A. SHOW
Hotel Stevens, Chicago
(Demonstrations—in Room 430A)

BALANCED ARMATURE



Other Balanced Armature Models

PANEL MODEL (63)

An attractive portrait frame effect. Two-tone walnut panel with richly carved ornamentation . . . \$25

TABLE CABINET (61)

An unusually graceful table-type Sandar. Beautiful, two-tone walnut cabinet, with uniquely carved grill . . . \$35

BUILT-IN-TABLE MODEL (69)

An exquisite two-tone walnut console model. Speaker built in below table to be occupied by receiver. Dimensions, 30x24x14 . . . \$45

SANDAR CHASSIS

Designed especially for installation by manufacturers, distributors and dealers. Unusually compact. Chassis (Model 43), \$15. Mounted in wood chamber (Model 43-B), \$18.

SANDAR

RADIO'S FINEST LOW-TONE SPEAKER

SANDAR CORPORATION

DIVISION OF FARRAND MFG. CO., INC.
METROPOLITAN BLDG., LONG ISLAND CITY, N. Y.

Portables and Records Selling Well in Baltimore Territory

Columbia Wholesalers, Inc., Report Splendid Volume of Sales for May—Brunswick Sales Staff Holds Convention—Await Columbia-Kolster Combination

BALTIMORE, Md., June 5.—Columbia Wholesalers, Inc., report a splendid volume of Columbia business for the month of May, thereby bringing the sales for the first five months to a very gratifying total. Record business has been particularly good, although machine sales have also been at a high level, due largely to the big sales of the Columbia-Kolster electric phonograph, model 900. The demand is growing.

Dealers are very enthusiastic over the wonderful tone qualities of this particular model, and are featuring it in their doorways continuously. This has helped increase record sales and at the same time has sold many machines. The Russel G. Grimes Music Co., of Frederick, Maryland, reported that it made a cash sale of one of these machines to a man who had been passing the store every week-day for over two years, but had never been in the store or even stopped to look in the windows until a Columbia machine started broadcasting records in the doorway. The unusual volume of the instrument made him stop for the first time, and then a realization of its tone qualities made him want to buy it.

Columbia Wholesalers report a great amount of interest in the new Columbia-Kolster radio phonographs just being announced. For the last eight months this Baltimore office has been deluged with daily inquiries, by letter, phone, telegram and in person, asking about the new combination machines. The new Columbia portable No. 161, with its baby alligator gray fabrioid covering, has made an instant hit with local dealers. Many dealers are making special window displays of this model because of its eye appeal.

The Kunkel Piano Co., one of Baltimore's biggest and oldest music merchants, reports good sales on the Wagner Masterworks sets. This dealer has also been doing some spectacular Columbia advertising, in the newspapers, by mail and over the air. "Kunkel's Columbia Concert" every Friday night has become one of the leading attractions over local station WCAO, which station is also on the Columbia chain. Columbia records are also broadcast by

this station in the morning from 7.30 to 9 o'clock, and as the exact time is announced every five minutes this feature has become very popular. Other Baltimore dealers who are going active Columbia record broadcasting over the other Baltimore station, WFBR, include the G. Fred Kranz Co., Mueller Music Shops, the Highland Music Shops and the Hub Piano Co. Baltimore talking machine dealers have no complaints to make regarding Spring business. Many of the dealers report sales of expensive models for the June graduate, as well as the June bride, and increasing sales of the portables for camp use.

A number of years ago J. S. Reed Co. decided, contrary to all tradition of retail merchandising, that a good business could be built up away from what is considered the retail shopping center of the city, and, accordingly, established a store at 29 West North avenue, which is about three miles beyond what is considered the center of the city. Results prove that they were far from wrong. In the first place, increasing motor traffic has linked all sections of the city. Secondly, by locating on this broad thoroughfare the downtown parking nuisance is eliminated to their patrons. Thirdly, they foresaw the trend of Baltimore's new shopping center. Since their location at this point no less than four banks have been established within a radius of two blocks of their store. A new public market is being erected almost directly opposite which will provide shops, stores and market stands. Away from the high-rent section and in what was then, and is now, for that matter, the center of the residential section, they have been enabled to appeal to Baltimore's thrifty shoppers in a telling way. And, as a result, they have outgrown their former site and have acquired the adjoining building, which is being renovated and will be combined with their present location into fitting salons for the display of their merchandise.

S. N. Wolman, formerly located at 631 West North avenue, is now located at 801 West North avenue.

J. E. Henderson, record sales manager, vis-

ited the Baltimore branch of the Brunswick-Balke-Collender Co. on May 10, 11 and 12, and conducted a sales meeting for the members of the Panatropé division, during which he outlined extensive plans for the merchandising of Brunswick phonograph records.

Mrs. Florence Haenle, of the record sales promotional department, Chicago office, is now making a round of the Brunswick dealer organization in the Virginia district.

Joseph G. Mullen, manager of the Brunswick-Balke-Collender Co., reports that record sales continue to increase.

M. Kuhn, former Washington representative, has been assigned to the City of Baltimore, and Sidney Schwartz is now covering Washington in the capacity of special representative.

Kimball Markets New Model Phonograph

Style 90, Latest Addition to Line of W. W. Kimball Co.—Has Number of Distinctive Features—Well Received

A new phonograph, Style 90, is the latest addition to the line of products manufactured by the W. W. Kimball Co., Chicago. The new instrument was introduced to the trade a few



Kimball Style 90 Phonograph

weeks ago, and judging from the letters received by the Kimball Co. from its dealers Style 90 fully met the expectations of the trade wherever it is handled.

Style 90 is furnished in a distinctive cabinet, finished in either brown mahogany or walnut with the new high-lighted or blended finish. The latest developments in acoustical equipment, reproducer, tone and sound chamber are included in Style 90, resulting in the producing of a full-rounded tone, with ample volume. Style 90 measures thirty-six inches high, twenty inches wide and eighteen inches deep, and retails for \$90.

Represents Balkite in Pittsburgh Area

Effective May 1, Charles F. Saenger, sales representative of the Fansteel Products Co., Inc., North Chicago, Ill., took charge of the Pittsburgh territory, comprising all of western Pennsylvania and West Virginia. This territory for the past three years was under the supervision of William R. McElroy. Mr. Saenger has been associated with the Fansteel Products Co. for the past five years as Ohio representative, and is one of the oldest Balkite representatives, having spent many years prior to that time representing other interests of the organization in western Pennsylvania and Ohio.

Late in May the new Balkite radio receiver was displayed to the Pittsburgh trade by Mr. Saenger, and the first showing of the new product met with considerable enthusiasm and interest at the hands of the western Pennsylvania retail dealers.



Paul Whiteman Records

From now on, you will be able to supply your customers with Paul Whiteman's latest recordings only on Columbia New Process Records, because Whiteman is now an exclusive Columbia Record Artist.

See the Columbia four page insert in this issue.

The second page gives the first Whiteman Columbia release. National newspaper advertising and a gigantic radio hook-up will tell the big news to your customers.

Special dealer helps are provided for you. Write us for details.

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz

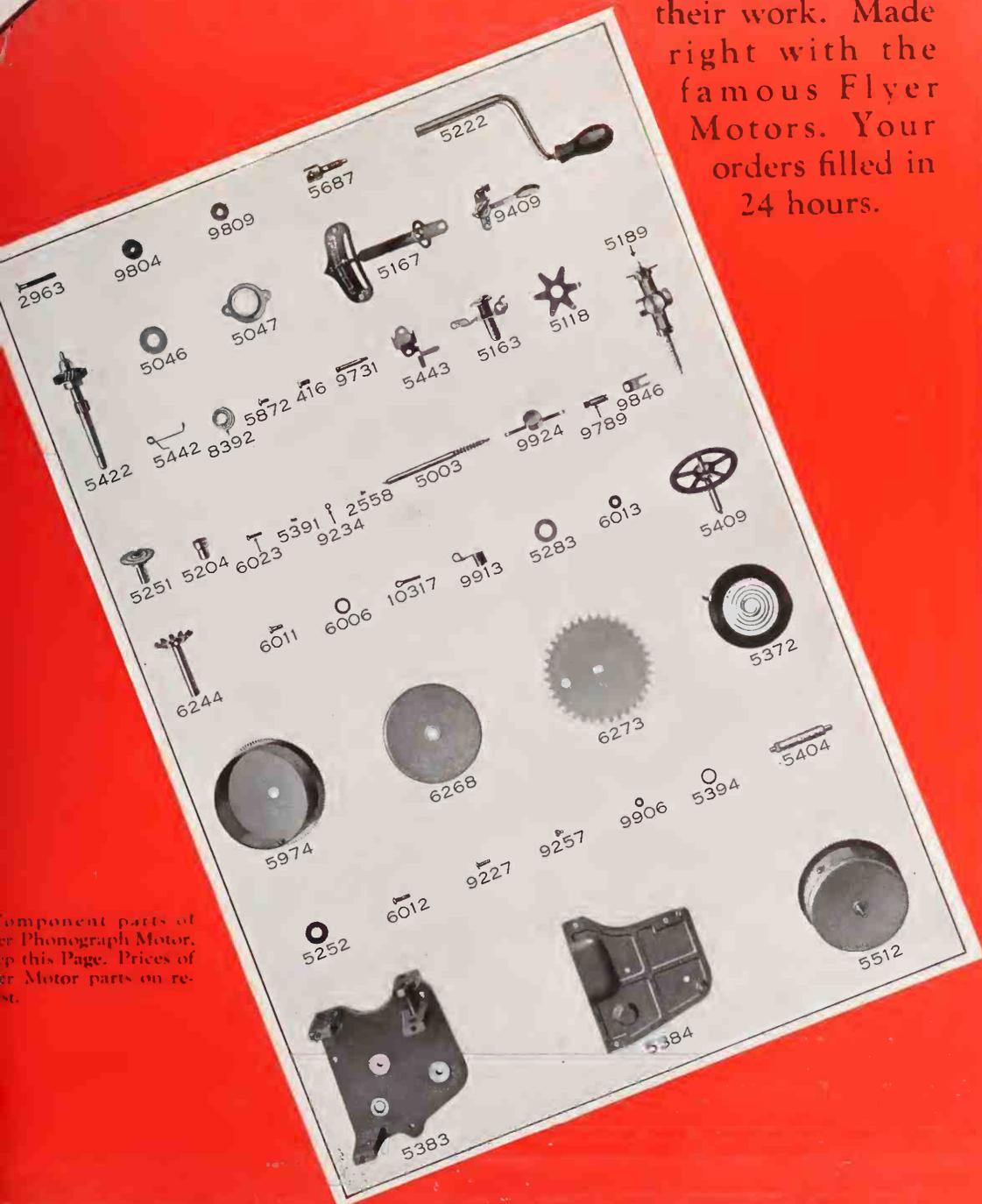
Exclusively Wholesale

205 W Camden St., Baltimore, Md.

FLYER MOTOR PARTS

Order direct from
the factory

Genuine Flyer Motor parts — precision made of proper materials, finely finished—are sure to fit and do their work. Made right with the famous Flyer Motors. Your orders filled in 24 hours.



Component parts of
Flyer Phonograph Motor.
Listed on this Page. Prices of
other Motor parts on re-
quest.



List of Flyer Motor Parts

- 416 Screw for attaching Winding Shaft Tension Spring
- 2558 Governor Spring Screw
- 2963 Motor Mounting Screw
- 5003 Governor Shaft
- 5046 Fibre Handle Escutcheon
- 5047 Metal Handle Escutcheon
- 5118 Cup Washer used under Spring Barrel
- 5163 Pointer Arm Post
- 5167 Dial and Pointer Assem.
- 5189 Governor Complete
- 5204 Governor Collar
- 5222 Winding Handle
- 5251 Governor Disc
- 5252 Felt Oil Retainer used around Turntable Shaft
- 5283 Retainer for No. 5252 Felt
- 5372 Main Spring
- 5383 Motor Frame
- 5384 Motor Bottom Plate
- 5391 Screw for Holding Governor
- 5394 Upper Spring Barrel Collar
- 5404 Spring Barrel Shaft
- 5400 Intermediate Gear
- 5422 Turntable Shaft
- 5442 Speed Regulator Tension Spring
- 5443 Speed Regulator Bracket
- 5512 Spring Barrel Complete
- 5687 Winding Shaft Extension
- 5872 6-32 Screw for Attaching No. 5443 Speed Regulating Bracket to Motor Frame
- 5974 Spring Cup and Gear Assem.
- 6006 Spacing Washer used on Wind-Shaft
- 6011 Governor Bearing Set Screw
- 6012 Screw for Attaching No. 5384 Bottom Plate to No. 5383 Motor Frame
- 6013 Washer used under No. 6023 Screw
- 6023 Screw used to hold Pointer Arm to Post
- 6244 Winding Shaft and Pinion Gear Assem.
- 6268 Spring Barrel Cover
- 6273 Spring Barrel Winding Gear
- 8392 Spring used to hold Turntable on Shaft
- 9227 Spring Barrel Shaft Rivet
- 9234 Governor Spring Washer
- 9257 Spring Barrel Rivet
- 9400 Brake
- 9731 Screw for Attaching No. 5443 Speed Regulating Bracket to Motor Frame
- 9789 Governor Bearing
- 9804 Rubber Motor Mounting Washer
- 9809 Steel Motor Mounting Washer
- 9846 Governor Bearing Retainer Clip
- 9906 Spring Barrel Washer
- 9913 Winding Shaft Spring
- 9924 Governor Spring and Weight Assem.
- 10317 Cotter Pin

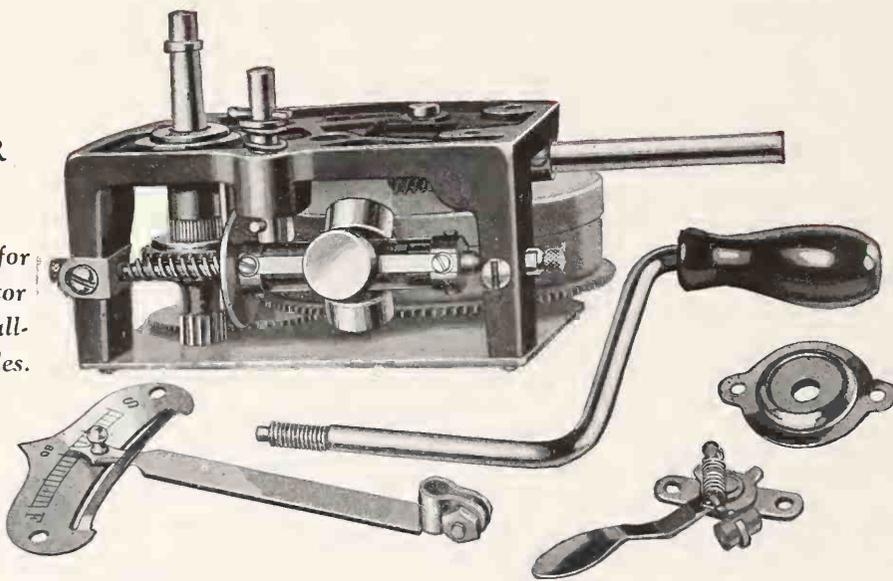
Send all orders for
FLYER MOTOR PARTS to
The General Industries Co.
Department M R
Elyria, Ohio

3 Full 10-Inch Selections NOW Played on the FLYER FROM ONE WINDING

The New MASTER FLYER

Ready July 1st

Meeting every demand, for 12 years the Flyer Motor has given unequalled all-around service in portables.



The new Master Flyer Motor plays *three full 10-inch selections, with safe margin, from one winding.* There is ample reserve power—no running down. Easy winding to full tension.

As always, built like a fine ship's clock, with every essential improvement. Made still better for larger sales of portables and more demand for records.

Insist on the new Master Flyer Motor in all your standard-size portables.

DIRECT FLYER AND JUNIOR MOTOR PARTS SERVICE

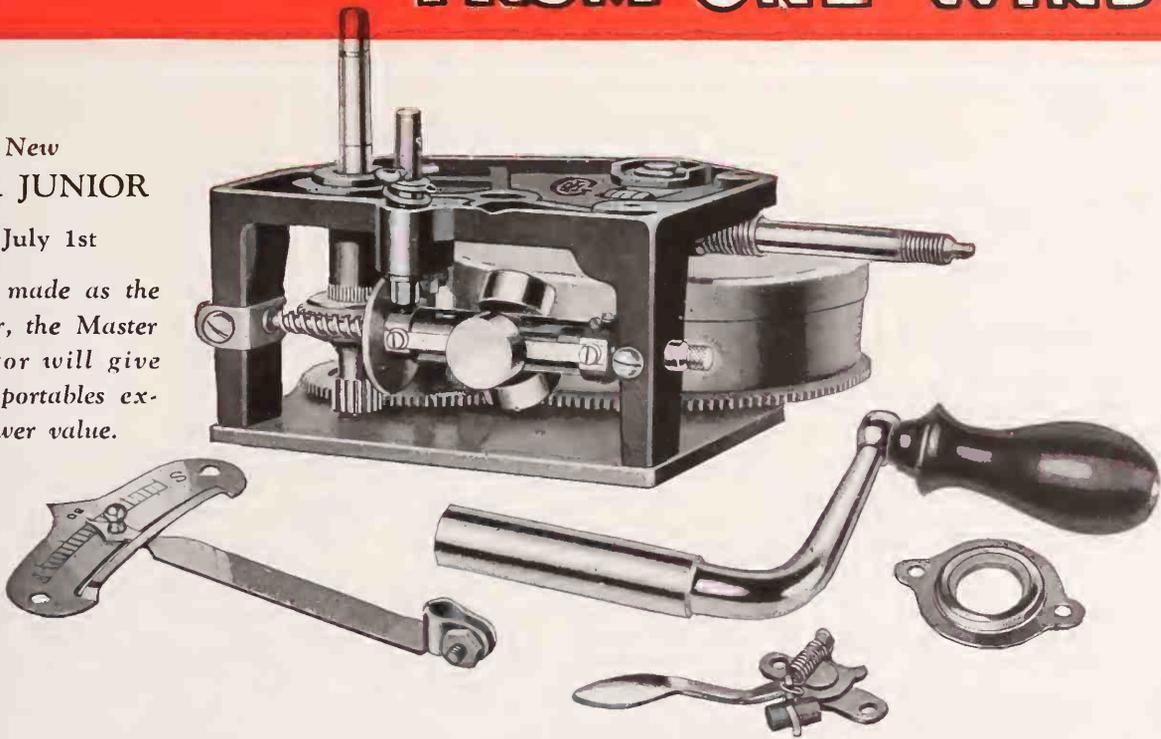
UNFAILING. SMOOTH-FLOWING. NOISELESS

Full 10-Inch Selections *NOW Played on the* JUNIOR FROM ONE WINDING

The New MASTER JUNIOR

Ready July 1st

Just as well made as the Master Flyer, the Master Junior Motor will give your little portables exceptional power value.



NOTED for excellent performance and long service, now the Junior Motor steps up in capacity. *Two full 10-inch selections, with safe margin, from one winding,* is the new standard of the new Master Junior Motor.

You will sell a lot more light portables of popular price, because of the higher degree of service. They will bring you many more good sales of records.

Make sure you get the new Master Junior—exclusively, in *all* light portables—for real volume selling.

You need its superior design, better materials and construction—extra strength of frame, athletic 2-selection spring with the new worm wind, precision-cut gears and worm, long-duty bearings—abundance of smooth, silent vibrationless power. You need the assurance of complete satisfaction in power supply that goes with every portable containing one of these new improved Master Junior Motors.

No harder to get—so much easier to sell. And best by far—remember always—for your sale of records. Accept no substitute.

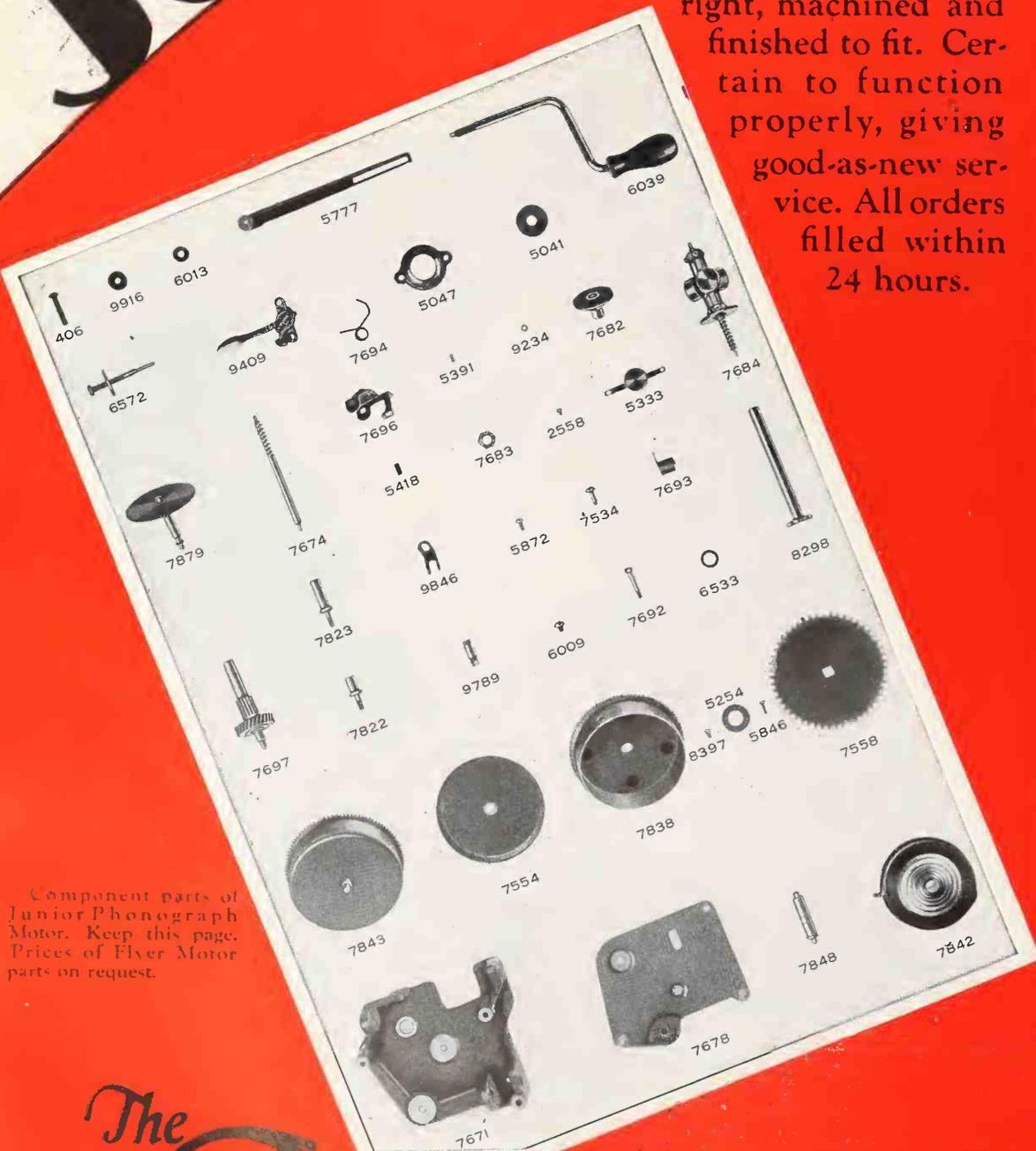
GENUINE PARTS DIRECT TO DEALERS IN 24 HOURS

POWERED FOR PORTABLES

JUNIOR MOTOR PARTS

Order direct from
the factory

Genuine Junior Motor Parts—the parts your customers expect. Made right, machined and finished to fit. Certain to function properly, giving good-as-new service. All orders filled within 24 hours.



Component parts of Junior Phonograph Motor. Keep this page. Prices of Flyer Motor parts on request.



List of Junior Motor Parts

- 406 Motor Mounting Screw
- 2558 Screw for assembling Governor Spring and Weight to Governor Disc.
- 5041 Fibre Escutcheon for Winding Handle
- 5047 Metal Escutcheon for Winding Handle
- 5254 Spring Barrel Washer
- 5333 Governor Spring and Weight Assembled
- 5391 Screw for Governor Collar
- 5418 Felt for Speed Regulator Lever
- 5777 Speed Regulating Arm
- 5846 Spring Barrel Shaft Rivet
- 5872 Governor Bearing Set Screw
- 6009 Screw for assembling Regulating Arm to Regulating Brake
- 6013 Steel Washer for Mounting Screw
- 6039 Winding Handle
- 6533 Fibre Washer for Winding Shaft
- 6572 Speed Regulator
- 7534 Screw which Holds Bottom Plate to Frame
- 7554 Spring Barrel Cup Cover
- 7558 Winding Gear
- 7671 Motor Frame
- 7674 Governor Shaft
- 7678 Bottom Plate
- 7682 Governor Disc
- 7683 Governor Collar
- 7684 Governor Complete
- 7692 Screw for assembling Governor Brake to Frame
- 7693 Winding Shaft Tension Spring
- 7694 Speed Regulating Arm Tension Spring
- 7696 Governor Brake
- 7697 Turntable Shaft
- 7822 Short Turntable Shaft Tip
- 7823 Long Turntable Shaft Tip
- 7838 Spring Barrel Cup and Gear
- 7842 Main Spring
- 7843 Spring Barrel Complete with Spring
- 7848 Spring Barrel Shaft
- 7879 Intermediate Gear
- 8298 Winding Shaft
- 8397 Spring Barrel Rivet
- 9234 Washer used under No. 2558 Screw
- 9409 Turntable Brake
- 9789 Governor Bearing
- 9846 Governor Bearing Retaining Clip
- 9916 Rubber Washer for Mounting Screw

Send all orders for
JUNIOR MOTOR PARTS to
The General Industries Co.
Department M R
Elyria, Ohio

The **GENERAL INDUSTRIES CO.**

2812 TAYLOR STREET, ELYRIA, OHIO

Makers of Precision Products for 25 Years

Pilgrim Plywood Corporation

Pilgrim Plywood Corporation

"EYE VALUE"

If eye value is worth anything in plant or laboratory ~ it is worth infinitely more on the sales floor. If you want to get it to the consumer 100% - Use a Pilgrim Plywood Packing Case. They are the logical and economical container for your Radio or Phonograph cabinet.

*Write or Wire Pilgrim Plywood Corporation
200 Devonshire St., Boston, Mass. ~ Mill at Waterbury, Vt.*

Pilgrim Plywood Corporation

Pilgrim Plywood Corporation

Brunswick St. Louis Branch Reports Big Increase Over 1927

H. E. Brown, Local Manager, States That Business for First Four Months of Year Shows a 125 Per Cent Increase Over the Same Period of Last Year

St. Louis, Mo., June 5.—Announcement by the local branch of the Brunswick Co. of an increase of 125 per cent in business during the first four months of this year as compared with the same period last year constituted the outstanding feature of the talking machine and record trade in St. Louis during the past month. The figure, according to H. E. Brown, local manager of the company, includes phonographs, records and combinations, and is attributable to the company's more aggressive sales policy as well as the improvement in products. Records showed the greatest increase, although sales of phonographs and combinations also showed a good increase.

So great has been the demand for Brunswick products, Mr. Brown said, that the company has been compelled to add three new salesmen to the territory served out of St. Louis. A. J. Tucker has been added to the southern Illinois and southern Missouri territory; E. S. Dozier has been added to the Memphis Division, and S. J. Cahill to the New Orleans branch. The local branch of the company at present is concentrating its efforts to a great extent upon introducing the new Brunswick 106 portable.

Columbia portable business also has been brisk in the St. Louis territory, N. B. Smith, manager of the local branch, announced. He declared that much of the activity is the result of introduction of the new 161 model, which is being greeted with general approval. During the past month announcement was made by the company of the new Columbia-Kolster com-

bination model 960, and dealers throughout the territory are anxiously awaiting receipt of the first model. In anticipation of its formal introduction to the trade, the local branch has installed a special demonstration room in its present quarters which will be used exclusively for the display of electric lines.

The release of parts 7 and 8 of the "Two Black Crows" has had an important influence in stimulating local Columbia record business, officials reporting that sales have been "tremendous."

The Koerber-Brenner Co., local Victor distributor, and the Artophone Corp., distributor in St. Louis of Okeh records, announce conditions generally satisfactory.

The radio trade in St. Louis reports more interest this Spring than ever in radio, and that sales of sets continue with vigor. The many excellent programs that have been planned, including the Republican and Democratic political conventions, coupled with other similar factors, are ascribed as the reason.

The new Zenith lines were formally introduced to the trade by Harold Wrape, of the Benwood-Linze Co., who is St. Louis distributor. The new lines include the model 33, a six-tube table model, and model 34, shown in an open face lowboy console. Mr. Wrape also announced the acquisition of the Majestic line of receivers being manufactured by the Grigsby-Grunow Co., of Chicago. These receivers are being shown in four models, and use the R. F. L. balanced circuit with seven tubes.

Otto Heilman, well known among the radio men of this city, has organized a new company, known as the Otto E. Heilman Co., with offices in the Chemical Building here. The company announced the Newcomb-Hawley line of radio speakers, as factory representatives, and the line of Carter products.

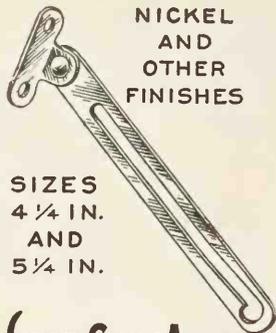
Announcement also was made of the opening of a new store by the Schweig-Engel Corp. here. The store is in Wellston, a suburb of St. Louis, and Miss Ethel Kirkland is in charge. The Schweig-Engel Corp. is one of the oldest radio concerns in St. Louis.

Issues Complaint Against Radio Corp.

A new complaint has been issued by the Federal Trade Commission against the Radio Corp. of America, taking exception to article 9 of the RCA license agreement in which the licensees agree that in selling radio sets made under the corporation's patents they will supply them with the corporation's tubes. Commenting upon this announcement, Col. Manton Davis, attorney for the Radio Corp., said:

"The act solely relates to article 9 of the Radio Corp.'s license contract with radio receiving set manufacturers. It is the contention of the Radio Corp. that this provision is governed entirely by the patent law, but that all of the issues involved in that complaint are under submission to the Circuit Court of Appeals at Philadelphia, and the Radio Corp. would consider it inadvisable to discuss the complaint prior to the decision of the Philadelphia Court."

North Carolina Columbia dealers recently profited in record sales by the appearances of Miss Lee Morse, who gave concerts at Charlotte, Raleigh, Greensboro and Winston-Salem.



**NICKEL
AND
OTHER
FINISHES**

**SIZES
4 1/4 IN.
AND
5 1/4 IN.**

KLOR STAY-ARM

H.K. Lorentzen

Manufacturer of

PHONOGRAPH AND RADIO CABINET HARDWARE AND METAL SPECIALTIES

155 Leonard St. NEW YORK, N. Y.

Samples and Prices on Request



**SNAP COVER
STAYS
OPEN
OR
CLOSED**

**NONSPILL
NEEDLE CUP**
PATENT PENDING

NEW—Distinctive, Individually Designed and Plated—GRILLES

Seeburg Automatic Phonograph Marketed

Latest Product, the "Autophone," Is Coin-Operated or Self-Playing—Has Electric Pick-up and All-Electric Amplifier

The J. P. Seeburg Piano Co., Chicago, one of the oldest and best-known firms in the music industry, introduced a few weeks ago its latest



Seeburg Automatic Phonograph

product, the "Autophone," a coin-operated automatic phonograph. The firm has manufactured coin-operated instruments for more than two decades, and has been developing and testing the "Autophone" for several years past.

The "Autophone" is coin-operated or self-playing, as the owner desires, and is also either selective or continuous in operation, playing eight records. The instrument is equipped with an electric pick-up, adjustable, and an all-electric amplifier. A small one-twentieth horsepower motor uses a small amount of electrical current, and ball-bearing construction and simplicity of working parts are among the features of the "Autophone." A tempo regulator makes it possible to vary the time of the music to suit any requirement, such as dancing.

When packed for shipping the "Autophone" weighs 500 pounds, and it is fifty-nine and one-half inches high, forty-one and one-eighth inches wide and twenty-six and one-half inches deep. The cabinet is finished in handsome satin finish hand-rubbed walnut, the pick-up and turntable being in full view of the operator. Wherever the "Autophone" has been displayed and demonstrated the instrument has met with keen approval and enthusiasm, the music-radio trade being well aware of the market awaiting development in the coin-operated automatic phonograph field.

Corley Co. Planning to Greatly Extend Its Retail Operations

Fred Kessnich, Former Manager of Victor Wholesale Department, Is Appointed in Charge of Retail Talking Machine Section—Other News of Music-Radio Trade

RICHMOND, VA., June 4.—Fred Kessnich has been made manager of the retail phonograph department of the Corley Co. after this company sold out its wholesale department to the Victor Co. recently. Mr. Kessnich had been manager of the wholesale department for the last four years. He entered upon his new duties as manager of the retail department June 1. Sale of the wholesale department to the Victor people is said to have involved approximately \$250,000.

The Corley Co., it is announced, will continue to represent the Victor product exclusively in Richmond in the retail business. The company is now planning to extend its retail operations in Virginia and throughout North Carolina. It has had branches for some time in Petersburg, Va., and in Greensboro and Durham, N. C. It also has other affiliations in both States. The company recently bought out the stock of the Biggs Music Co., Brunswick and Columbia dealer. On September 1 William R. Reinhardt, former manager at Biggs, becomes manager of the retail piano department of the Corley Co.

Major Arthur Vivian, who traveled for many years for the wholesale department of the Corley Co., has joined the organization of the Victor interests, and will travel out of Charlotte, N. C., for the branch office just opened.

Siegel Bros., who have been operating a furniture store here for many years at 10 North Eighteenth street, recently opened a music store at 6 North Eighteenth street, which is featuring Polk-phones and Okeh records. The music store is in charge of Leon Siegel and Max Siegel.

J. Warren Butler, salesman for the Richmond branch of James K. Polk, Inc., distributor of Polk-phones and Okeh records, is just back from a trip through North Carolina territory. He reports that the Duff Piano Co., Wilson, N. C., which carries Okeh records, recently moved into a handsome new store on Main street in that city. The store also handles the Victor line of talking machines. It is in charge of Erskine Duff.

F. M. Greene has returned to the Public Hardware Company at Durham, N. C., as manager of its music and radio department. The firm handles Polk-phones and Okeh records.

The Buggs-Rice Furniture Company at Bristol, Va., has taken on the Okeh line of records.

James Cowan, of James Cowan Co., Richmond, has just returned from a trip through North Carolina calling on his many accounts in that State.

Walter D. Moses & Co., Victor dealers of this city, linked up with Madame Serrec when she gave a series of health and beauty lectures here. She employed the new Victrola models as the musical feature of her lectures, the instruments and records being furnished by that firm.

Miss Helen Hawkins, member of the office force of the Corley Co., is to be married June 20 to Charles Cromar, well-known young business man of this city.

Virginia Dealers Add Kolster Line

BALTIMORE, MD., June 6.—L. L. Andrews, president of Columbia Wholesalers, Inc., recently returned from a Kolster distributors' meeting in New York City and is most enthusiastic over the prospects of a wonderful season ahead for dealers handling the Kolster and Columbia lines. In a statement to his dealers he said in part: "We believe that the Kolster franchise will unquestionably be the most valuable one this season, as there will be available a low-priced set with a range on up to the higher prices, including what is described as the world's most advanced radio receiver, embodying several patented devices which are startlingly novel."

Columbia Wholesalers, Inc., distribute Kolster products in Maryland, District of Columbia, the counties in Pennsylvania bordering the Maryland line, the lower counties of Delaware, the western half of Virginia, including Roanoke, Charlottesville, etc., and the twelve counties in West Virginia, east of the mountains.

Dealers in this territory who have recently taken on the Kolster line include: Altavista Furniture Co., Altavista, Va.; Berryville Garage, Berryville, Va.; Boggs Rice Co., Bristol, Va.; Wilson's, East Radford, Va.; Scott & Carmichael, Fredericksburg, Va.; Pennington Hardware & Furniture Co., Pennington Gap, Va.; Seagle Bros., Pulaski, Va.; Hobbie Bros., and the Fulwiler Hill Co., Roanoke, Va.

Ties Up With Fashion Show

The G. Fred Kranz Music Co., Columbia dealer of Baltimore, Md., recently supplied a Columbia-Kolster electric reproducing phonograph for a fashion show at Martha's, Inc., fashionable women's shop.



The Largest
EXCLUSIVE

Radio Tube Manufacturers in the World

YOU are doubtless finding an ever increasing demand for A.C. Tubes. Thousands of Dealers are now selling CeCo A.C. tubes, both the Type M-26 (amplifier) and N-27 (detector) and others shown here.

Those once using CeCo A.C. Tubes continue to use them because of their clearer tone and longer life, due at least in part to the exclusive process of evacuation.

TO MEET the demand for A.C. operation of Radio Receiving Sets, CeCo offers the most complete line of tubes available.

- M-26 Amplifier—An audio or radio frequency amplifier. List price \$2.50
- Hi Mu 26 Amplifier—An audio amplifier for use in resistance or impedance coupled amplifiers. List price \$4.00
- N-27 Detector and Amplifier—A 5-prong base detector or amplifier of the separate heater type. List price \$5.00
- S-27 Detector and Amplifier—A separate heater type with a 4-prong base and side pins for heater filament contacts. Can be used in sets using Kellogg type of tube. List price \$5.00
- A. C. 22 Screen Grid 5-prong Tube of the separate heater type operated directly on alternating current. List price \$8.00
- R-80 Rectifier—A full wave filament type rectifying tube for A, B or C Eliminators or power packs. List price \$4.50
- R-81 Rectifier—A 1/2 wave filament type rectifying tube for A, B or C Eliminators or power packs. List price \$7.50

- L-10 Power Amplifier—A 7 1/2 volt 1.25 amp. power amplifier. List Price \$9.00
- L-50 Power Amplifier—A 7 1/2 volt 1.25 amp. power amplifier for extra heavy duty requirements. List price \$12.00
- F-12A (112A) Power Amplifier—A 5 volt 1/4 amp. power tube. List price \$3.00
- J71-A (171-A) Power Amplifier—A 5 volt 1/4 amp. power tube for output audio stage. List price \$3.00 including
- O1-B (201-B) Amplifier and Detector—A 5 volt 1/4 amp. general purpose tube, D.C. List Price \$3.50

If you are a CeCo dealer, write us for unusual and business-building dealer helps and our latest catalogue. If you are not yet one of our many thousand CeCo dealers, ask us today for our special proposition to dealers. It means a material addition to your income from tube sales—and increased satisfaction to your customers.

When you are at the Chicago Show (June 11th to 15th) do not fail to look us up at Booth 107.

CeCo Manufacturing Co., Inc., Providence, R. I.
Theres a CECO Tube for every Radio need

Pacific Wholesale Is an Allen Distributor

Will Handle Allen Portable Phonographs in the Southern California Territory—Launch Aggressive Sales Drive

Pacific Wholesale, Inc., Los Angeles, Cal., has been appointed distributor of Allen portable phonographs in the southern California territory, according to an announcement recently made by Don T. Allen, president of the Allen-Hough Mfg. Co., Racine, Wis., maker of the popular Allen instrument. This arrangement became effective early in May, and the Pacific Wholesale organization has already instituted an aggressive sales campaign in behalf of the Allen portable, as well as for the Phono-Link, electric pick-up for talking machines, which the Allen-Hough Mfg. Co. sells nationally.

Walter M. Fagan, a well-known and popular



Meeting of Sales Force of Pacific Wholesale, Inc.

West Coast. Among the lines which the firm handles are such well-known products as Sparton radio receivers, Okeh and Odeon records and Cunningham tubes. In 1927 the company enjoyed a 600 per cent increase in sales during a ten-month period.

Pacific Wholesale, Inc., follows the policy of keeping closely in touch with its dealers, attempting to increase the sale of the products which it handles by newspaper advertising, and

passes on many sales promotional ideas and schemes to its retailers through the Fagan Broadcast. The Fagan Broadcast is a monthly house organ published by the firm, containing sound business editorials by Mr. Fagan, clever, conversational style descriptions of the Allen portables, Sparton receivers, Cunningham radio tubes, Electro-phononic needles, Okeh records and other products. The firm has its headquarters at 433 East Twelfth street, Los Angeles.



W. M. Fagan

figure throughout the Coast trade, heads Pacific Wholesale, Inc., as president, and through his aggressive leadership, the firm, now in its sixth year, has become one of the most prominent music-radio distributing organizations on the

Superior Cabinet Co. Introduces 1928 Line

New Line Contains Many Features Which Make Products More Attractive and Acceptable—Huge Plant Used by Firm

The Superior radio cabinets, manufactured by the Superior Cabinet Co., Muskegon, Mich., are constructed in one of the most modern plants in the industry with a total floor space of about 150,000 square feet. The firm has been active in the dining-room and bedroom furniture field for many years, and after making radio cabinets on contract for several well-known radio set manufacturers the officials of the firm decided in 1927 to market a line for the distributor and dealer trade. Success greeted this effort, and at the present time the Superior organization is introducing its 1928 line of cabinets and radio furniture to the trade.

According to advices from the Muskegon



W. E. Johnson

headquarters, the 1928 line of Superior cabinets will be more attractive in the matter of design, and will incorporate many details which will make them more acceptable to the trade and public alike. The firm exercises an unusual degree of care in the proper selection of woods, details of construction, and finishing and packing. New labor and time-saving factory equipment and machinery have recently been installed in the Superior factory, materially increasing the production this year.

W. E. Johnson, vice-president and general manager of the Superior Cabinet Co., has been connected with the furniture industry for eighteen years and with the Superior organization since 1912. His first position with the company was that of general correspondent, and he has advanced from time to time to various other offices, so that he is familiar with practically every phase of the production and merchandising angles of the furniture business. For the past two and one-half years Mr. Johnson has been in charge of the Superior plant

BEAUTY is selling radio today

THE Splitdorf line alone meets the requirements of the new market in radio which demands a radio receiver as good to look at as it is to listen to.

The new Splitdorf Receivers are designed from the most beautiful models of period furniture and are the only receivers offered today that combine decorative value with superlative radio performance.

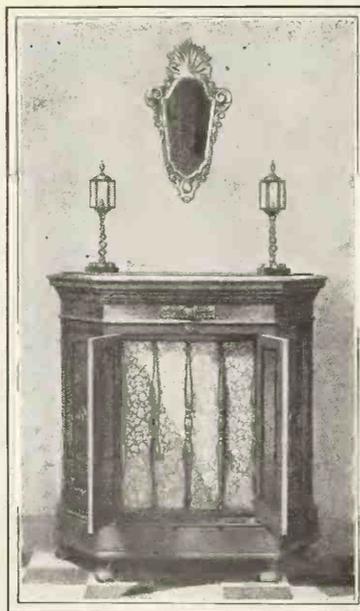
Splitdorf Radio Corporation

Subsidiary of SPLITDORF-BETHLEHEM ELECTRICAL COMPANY

NEWARK,



NEW JERSEY



THE LORENZO—One of the many beautiful Splitdorf models.

Incorporated

The Lassen-Card Music Co. has been incorporated to take over the business of the Ogden branch of the Beesley Music Co., Salt Lake City, Utah, capital \$10,000. Columbia phonographs and Columbia-Kolster combination phonographs and radios, as well as pianos, are handled.



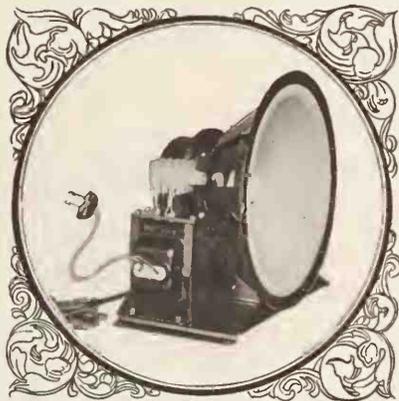
Model 30 Dynamic Table Cabinet for 110-volt AC operation. Price \$75.

New Rola Dynamic Power Speaker At the Chicago Radio Show!

WHEN you hear the new Rola Dynamic Power Speaker, you will instantly pronounce it the finest loudspeaker on the market today. It meets every demand for volume and range, with a superb quality of reproduction. The dynamic speaker has established itself as the speaker for the better class of radio business. By itself the dynamic offers a margin of profit comparable with the cheaper priced radio sets, and in the Rola Dynamic Power Speaker radio dealers are offered a loudspeaker possessing the following advantages:

VOLUME: The new Rola Dynamic Power Speaker under actual test with a given input, has

nearly twice the volume of any other dynamic now made. With a 171 type tube the Rola Dynamic gives approximately four times the output of the electro-magnetic type of reproducer.



New Rola Dynamic Unit

MANUFACTURERS: Write or wire for samples or particulars on dynamic units for installation in your cabinets. . . .

RANGE: The new Rola Dynamic Power Speaker reproduces with *equal* intensity all frequencies within the range of the most modern broadcast stations.

TONE QUALITY: An exclusive feature of the new Rola Dynamic is the almost complete absence of not only resonance peaks but resonance "blind spots". It has a wonderful rich bass, but the bass response is not disconnected from the rest of the tone values.

Write for the name of the nearest Rola Jobber.

THE NEW ROLA DYNAMIC POWER UNIT WILL BE SOLD AS FOLLOWS:

- | | | |
|---|---|---|
| Unit only for use with 110-volt alternating current excitation . . . \$50 | Unit only with 90-volt field for plate current or equivalent DC excitation . \$45 | Unit only for use with 6-volt battery excitation \$35 |
|---|---|---|

The Rola Company

612 North Michigan Avenue, Chicago, Illinois
47 West Sixty-third Street, New York City
Forty-fifth and Hollis Sts., Oakland, California

Excelsior Co. Is in New Modern Home

Excelsior Auto and Battery Co., Harrisburg Mohawk Distributor, Erects New Building and Increases Business

HARRISBURG, PA., June 5.—The Excelsior Auto & Battery Co., distributor of Mohawk-American radio receivers and speakers and automotive electrical supplies, of which H. L. Myers is proprietor, recently erected a new building at Seventeenth and Derry streets, this city. The structure has an eighty-foot frontage on one of the most prominent streets in the city. The



New Home of Excelsior Auto & Battery Co.

layout is unique and, as it faces two streets, a private alley and an open space, it practically occupies a miniature block of its own, which permits wonderful daylight illumination. The construction is of brick, steel and concrete and is modern in every respect, being entirely fireproof with a sprinkler system installed. At the present time the building is one story in height with a basement, which is used for storage purposes, but a concrete floor forms the roof, in preparation for an additional story to be erected later.

Mr. Myers states that in the few months during which the new quarters have been occupied business has increased over 50 per cent.

Incorporated

The Pearl Singer Music Co., Mt. Vernon, Ore., has been incorporated with a capital stock of \$2,000.

Capehart House Organ Makes Its Appearance

The Orchestrope Amplifier Contains Wealth of News and Information Regarding Coin-Operated Phonograph

The first issue of the Orchestrope Amplifier, house organ published by the Capehart Automatic Phonograph Corp., Huntington, Ind., made its appearance a few weeks ago. The publication, which is in newspaper form, is named for the Orchestrope, the automatic, electrically operated phonograph, which the firm manufactures and which is gaining widespread distribution through the country. The Orchestrope Amplifier contains a wealth of news and information for the music-radio dealer who is interested in the sales possibilities of coin-operated automatic instruments.

On the first page of the publication appears a picture of the Capehart factory, and the executives of the

company, including J. W. Caswell, president; H. E. Capehart, vice-president and general manager; Winifred Runyan, secretary-treasurer; J. E. Broyles, general sales manager; E. O. Hobbs, sales promotion and advertising manager, and T. W. Small, chief engineer.

Seventeen Capehart district managers are already in the field and have opened district offices at strategic points throughout the United States. After a thorough training at the factory on sales plans and policies, as well as factory experience with the mechanism of the Orchestrope, these men have gone into the field to organize their districts and man their territories.

The Orchestrope is described in detail in the publication, several views of manufacturing processes are shown, the district managers are pictured and listed, and in addition there are named a large number of music dealers who have added the Capehart Orchestrope to their line of merchandise.

Making Metal Table for Victor Portables

Robert Findlay Mfg. Co., Maker of Radio Tables, Enters Talking Machine Field With a Table for Portables

The Robert Findlay Mfg. Co., New York City, which is well known in radio circles through its various metal console tables for RCA, Atwater Kent, Kolster, Crosley and other standard makes, has now entered the talking machine field.

The new product is a metal table to support the new Victor 2-55 portable and is produced in an artistic combination of colors. It is an innovation among talking machine products and is designed to materially increase portable sales.



Cabinet for Portables

Frederick Schwartz, president of the company, states that the new table will be merchandised entirely through Victor distributors and dealers. It is reported that Victor distributors have enthusiastically co-operated in the merchandising of the new product.

Sparks-Withington \$1,000,000 Issue

Manufacturer of Sparton Radio to Create a New Issue of \$1,000,000 of 6 Per Cent Convertible Preferred Stock

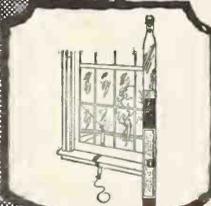
Stockholders of the Sparks-Withington Co., Jackson, Mich., maker of Sparton radio receivers, met on May 31 and approved the proposal to create a new issue of \$1,000,000 of 6 per cent cumulative convertible preferred stock of \$100 par value. It was also voted to eliminate the present authorization of 10,000 shares of 7 per cent cumulative stock.

Captain William Sparks, president of the company, in his letter to stockholders, stated that the firm's business had greatly expanded during the past two years and is increasing. It was planned to offer the new stock to shareholders of record as of May 31.

It is understood that the outstanding \$184,300 of 7 per cent preferred stock will be retired and the new 6 per cent issue, which is convertible share for share into common stock until 1933, will be offered to all shareholders of the company at par. The Sparks-Withington Co. has arranged with W. E. Hutton & Co. to purchase all unsubscribed stock.

A. L. Autrey has been appointed manager of the Oklahoma Music Co., at Okemah, Okla.

Popular Radio Accessories



ELECTRAD CERTIFIED LEAD-IN

Another profitable Electrad item because of its convenience and "short-circuit-proof" construction. Fits under locked windows or doors. Bends any shape. Triple-ply, water-proofed insulation 10 inches long. List 40c each.



ELECTRAD LAMP SOCKET ANTENNA

A fast selling radio accessory because it does away with roof aerials and risk of lightning—makes every socket an aerial—is simple, efficient—uses no current and absolutely SAFE. List \$1.00 each.

Listed by National Board of Fire Underwriters

Write for dealer proposition and full information.
Dept. G-6, 175 Varick Street, New York

ELECTRAD INC.

Now—your own
dealer will make
your battery
an A. C. De Luxe
Power Amplified
Electric

with the
famous

POWERIZER
REG.

\$12.00

IF YOU HAVE A "B" ELIMINATOR
—just hook up Powerizer A and install
new A. C. Tubes. Easily attached or wired
into your set by dealer at nominal charge.
POWERIZER A \$12

IF YOU HAVEN'T A "B" ELIMINATOR
—just hook up Powerizer Junior and you
are all ready for complete A. C. operation.
Attach it yourself or have Powerizer
dealer wire it into set at small charge.

GET TONE QUALITY OF \$500.00
RECEIVER

Ask dealer for demonstration of
Powerizer . . . The unit that gives power
operation—the richest tone quality in radio
in those deep tones with amazing
greater volume—greater distance. A
for every purse and purpose.

RADIO RECEPTOR CO.
106 SEVENTH AVENUE
Licensed by Radio Corporation of America

A great advertising organization has been entrusted with an ample appropriation to bring the amazing powerizer message to the millions of owners of battery sets.

Advertising will be released in the country's greatest magazines, dominating space in the leading newspapers throughout the country.

BIG PROFITS MADE

by dealers who turn Radio sets
and Phonographs into Power
Amplified A. C. ELECTRICS

Through Powerizers amazing invention — and effective advertising — buyers everywhere will be looking for the dealer who makes every battery set a Power Amplified De Luxe Electric. Wire for details on becoming a Powerizer sales and service station and for Bulletin P-1 which tells how to make every radio or phonograph a power amplified A. C. All Electric.

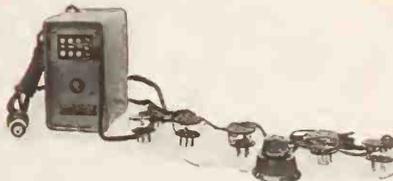
RADIO RECEPTOR CO.

106 Seventh Avenue New York

RMA Show—Booth B-69

Licensed by Radio Corporation of America and Associated Companies

A POWERIZER FOR EVERY
PURSE AND PURPOSE



POWERIZER A—converts battery set to A. C. operation where "B" Eliminator is used. Supplies filament current and grid bias to from six to seven UX-226 Tubes, two UY-227 Tubes, and two 171 Tubes, Taps for the 226 and 227 and 171 Tubes, and also a "B" connection and "Hum control." Can be wired into set or we supply Harness and volume control. **\$12.00**

POWERIZER JUNIOR—converts a battery set into the usual electric employing the 171 Radiotron in the last stage, such as the Atwater-Kent or Radiola 17 or 18. Supplies current for six or seven 226 Tubes, two to three 227s, and 171s. Hum control—External on and off switch. **\$35.00**

POWERIZER—A Powerizer that gives power amplification—finest tone quality in radio. General model for all standard sets. **\$54.00**

Special Powerizer and Power Pack designed for Radiolas 25, and 28, and Victor and Brunswick models. **\$84.00**

AMPLIFIER POWERIZER—Two Stage. Two-stage amplifier, using UX-226 in the first stage and UX-210 in the second, used with radio set or phonograph pickup and gives marvelous results. **\$75.00**

Also Amplifier Powerizer—three stage UX-250 type.



D. C. TUBE POWERIZER—For those sets which operate only with the UX-199 Tubes UX-222 Screen Grid Tubes, Super Heterodyne 812, Radiola Grand, Radiola 26 and 7-3 Victrola. **\$80.00**

Here's
the

NEWS

about

PHILCO

REG. U.S. PAT. OFF.

A RADIO DISCOVERY

"Neutrodyne-Plus"

A New Term in Radio

A TERM to describe a novel development due to a remarkable enlargement of the Neutrodyne principle—a discovery by Philco radio engineers.

Impartial radio scientists agree that Neutrodyne produces the finest tone quality known to radio. Superbly clear—no howls or squeals—absolutely free from those disturbing oscillations which destroy purity of tone. To this, Philco engineers have added something new—*super power*, greater than has ever been known to Neutrodyne before.

The Result? A perfected tone quality *plus* the acme of distance and selectivity.

Genuine RE-Production. A tone quality never heard before. Close your eyes while listening—and you will hardly realize that you are hearing a radio, the sound waves are so perfectly RE-produced.

Piano tones sound like the piano. Individual instruments in an orchestra retain their identity. Drums are not lost—they're *there!* The human voice comes out as if the speaker or singer were before you. Never before such LIFE-like RE-production.

Plus Power Yes, for the first time, *full power*—super power. Together with that superior tone quality, you get selectivity and range so controlled as not to take away from the tone quality. And this power means

Remarkable Distance Getting Stations thousands of miles distant may be heard, in many cases *just like local stations*. You will get low-power stations you *never knew existed*.

Wonderful Selectivity

Yes, *marvelously* sharp tuning! With a hair's-breadth turn of the control you can often shut out a powerful station completely and bring another—miles away—booming in. Even local stations are confined to narrow limits. In large cities you can get distance, because you can *tune out local interference*. You'll never know what *real* selectivity means till you take a turn at the Philco dial.

Hand This combination of Tone-Quality *plus* selectivity and range has been sought for years. Many radio sets heretofore either secured selectivity at the expense of tone or tone at the expense of selectivity, and most of them compromised between the two. Now, the combination of tone with selectivity and range has been achieved in the Philco Set.

Radio's Greatest Achievements Combined

This remarkable Philco Set is a product of the combined achievements of radio's greatest scientists. The Philco is licensed under the patents of The Radio Corporation of America, The General Electric Co., The Westinghouse Electric & Manufacturing Co., The American Telephone & Telegraph Co., Latour Corporation, Lowell & Dunmore, Hogan, and the Hazeltine Corporation. *Then added to this* are Philco's own discoveries by the Philco staff of engineers.



Here is the Highboy
of our complete line of

Quality Furniture Models

Designed by Hollingsworth-Pearce and Albert Carl Mowitz. Louis XVI period in the latest, most modern vogue—selected walnut panels, beautifully grained and superbly finished by expert cabinet makers. Includes Console Grand Speaker, Radio Receiver, Power Supply and Built-in Aerial.

NO AERIAL

Necessary—

Therefore Movable

—yes, the Philco Radio Set can *easily* be moved from room to room—merely plugging into the light socket. An aerial is not necessary to get perfect reception of local stations—and many distant stations. Special provision has been made for a portable ground.

And if you decide to use an aerial, only twenty feet of wire in the room will bring you in stations from a remarkable distance. Longer aeriels can be used to attain even greater results.

All Electric—Entirely Dry

The new Philco Set is an *all-electric* AC Radio receiver—merely plug it into the light socket and tune in. No batteries. Requires no water, acids or liquids of any kind. Entirely dry.

(Continued on next page)

Colour!



(Continued from page 1)

Smooth Volume Control

Smooth, positive, uniform control of volume—Philco has solved the problem. You can *gradually* reduce the Philco tone to a whisper, then step it up to full intensity—and you do it all with the volume knob alone. No detuning—you don't touch the tuning dial; no interference with Philco tone quality or selectivity—and still perfect control of volume.

A Range Control

An exclusive Philco feature which permits the separation of strong overlapping local stations, in cities like Chicago, New York and elsewhere. Powerful local stations may be confined exactly to their high point on the dial, separating them clearly from nearby local stations of equal or greater power.

Four Condensers

This, plus new and startling developments in the design of the radio frequency circuit, means a maximum of amplification and remarkable selectivity, actually making possible eight-tube performance with six tubes. And fewer tubes always mean less expense, less trouble, reduced service and, of course, purer tone quality.

No Bothersome AC Hum

Philco has done away with the annoyance of the characteristic AC hum so well that the keenest ear can scarcely detect it, *even when the set is silent.*

One Dial—Illuminated

All the convenience and simplicity of illuminated one-dial operation is available to the Philco user. The four tuning condensers are counter-balanced and mounted on a one-piece drawn steel casing.

PHONOGRAPH JACK

—built in. A socket on the dial plate into which an electric pick-up for phonograph records may be inserted, thus using the audio power tubes of the Philco for reproduction. Greater enjoyment from a phonograph than you've ever had before.

then—NEUTRODYNE-PLUS!

That perfect tone quality—genuine RE-production of the original sound waves combined with distance-getting and selectivity.

We have already made private tests before impartial and critical listeners. They have been amazed, delighted and mystified.

At a Price!

Philco has managed to produce its super-quality set in exquisite furniture models at surprisingly moderate prices.

But more important still, we have put the same identical chassis in radio metal cabinets to sell at popular prices. Every feature that makes Philco the outstanding set of the year is contained in the lower-priced models as well as in the highest-priced cabinet.

(Continued on next page, last column)

VIVID COLOR!

Table Models—Exquisitely Decorated by Hand

Exquisite colors to meet the trend of the day. Four stunning table models that will captivate the women, and will harmonize perfectly with the color schemes in the homes of today.

Labrador Gray, a beautiful neutral shade reminiscent of the misty hills of northern coasts.

Nile Green, a soft gray-green with just a touch of blue. Created by one of the country's leading decorators.

Mandarin Red, beautifully toned and shaded, and will add warmth and brightness to any room.

Rich Furniture Brown, warm, rich and shaded in two tones. Classic design with bezel plate in antique bronze.

Color in the home is the popular demand of the day. Women particularly insist upon color to harmonize with individual plans of home decoration. Philco, in presenting these special radio metal Table Models in color, exquisitely designed and hand-decorated, is giving radio Dealers the opportunity to reap the profits which lie in this strong, popular trend.

Furthermore, by eliminating the wood and designing a cabinet of this radio metal, we are able to give the public the same Philco Set at about *one-third* the price of our furniture models.

The one great outstanding radio value of the season! Mail the coupon on the last page of this announcement and get all the details and the full descriptive literature.



The Console

This Console Model is a masterpiece of dignified and artistic design. A modern conception of Louis XVI period by Hollingsworth-Pearce and Albert Carl Mowitz. Selected walnut panels, handsome satin finish, painstaking construction. Contains the Radio Receiver, Power Supply, Built-in Aerial and Console Grand Speaker.



the
PHILCO Speaker
 Establishing a New Standard of Tone
 RE-production

A wonderful Cone Speaker, compact in size, beautiful in design and appearance, and with a superb softness and richness of tone. The Philco Speaker gives perfect reproduction over the entire musical scale; a beautiful, pure treble; a rich, full bass. No smothering of tone; no distortion; no snarl or rattle at any point—even at fullest volume.

A direct comparison of the Philco Speaker with its best-known competitors is the most convincing of all tests. Such tonal depth, such uniform resonance, such true articulation, is new to radio.

and
 at a price of \$25.00 to the public

When we first produced this really superior speaker there were those who said we should not put out such an ultra-quality product at so low a price. The public, it was argued, might more or less judge performance by the price. But after many tests on many people we recognized that the superiority of this Philco Speaker was so obvious, even to the untrained ear, that the proof of excellence would be evident to everybody on first hearing.

Hence, the low \$25.00 price simply *cannot* be used to prejudice the listener, but, instead, it will prove a tremendous factor in making the Philco Speaker the one great seller of the year. Because the Philco

Speaker positively out-performs other well-known speakers for which the public is accustomed to pay \$10 to \$15 more.



Console
 Grand
 Speaker

The very ultimate in speaker RE-production is attained in the Philco Console Grand Speaker Table, illustrated above. The specially designed tone chamber, which contains the speaker unit, gives amazing emphasis to the life-like quality of tone. A volume, a depth, a resonance which can be compared to nothing less than the actual performance before the microphone. Made of selected walnut panels with precise care and handsome finish. A beautiful piece of furniture to support any table model radio—and at a remarkably low price.

Speakers, Too, in
COLOR

The superb Philco Speaker can be had in colors to match the two-toned Philco Radio Metal Cabinets. It follows the shades of these beautifully colored models—*Labrador gray, Mandarin red, Nile green and rich furniture brown.* Each bears, in its decorative design, the handiwork of the same celebrated designers. Thus the marvelous Philco Speaker may be had in colors to harmonize with the decorative plan of any home.

(Continued from page 2)

From the standpoint of performance, there will be only one Philco—the best. Different models, yes—but only one chassis. So no matter what model a radio buyer may prefer, no matter what price he chooses to pay, he knows that he never gets less than the maximum of Philco performance. With equal quality in lower-priced cabinets, Philco (so everybody tells us) is bound to be the season's biggest seller.

A Firm Furniture Policy

Philco directors have determined upon a rigid furniture policy, namely—the Philco radio will be sold only in Philco cabinets—and in no other way. Because Philco's cabinets are specially designed to bring out the best in the Philco Set. We are not interested in having the Philco offered in inferior cabinets at bargain prices. We say: "The quality of the Philco justifies the price and a Dealer is entitled to his legitimate profit."

Furthermore, every Philco Set and every Philco Cabinet will carry a serial number and the Philco protective seal, which will be plainly visible when the lid is open. Thus the public will know quickly and positively when they get a Philco Set in a genuine Philco Cabinet. And note this: The Philco will carry the factory guarantee only while contained in its original Philco cabinet. This fact and this guarantee will be advertised far and wide.

The most important object of Philco—even more important than its own profit—is the fullest co-operation this year and next year and for years afterward of those who take a Philco franchise. Therefore, Philco is determined to shape its policy so that right from the start every Philco Dealer gains a real net profit—money in the bank at the end of the season.

Protected Territory for Dealers

Important! We shall particularly guard the interests of Philco Dealers by giving them territorial protection. This means that we will have only a limited number of Philco Dealers within a given radius. The Philco offer is not for everybody. We are going to select our Dealers. To those Dealers we will give the utmost protection and co-operation.

We fully appreciate the fact that it is absolutely vital to everybody concerned that the Radio Dealer makes money—actual net bankable profit. We know that your success means our success, and our first and foremost purpose this year in putting Philco on the market is to see to it that our Dealers prosper, and that thereby we prosper also.

Trade-In Plan for Old Sets

The coming of the AC Electric light socket set has made over seven million (7,000,000) radio sets obsolete—out of date. This means millions of new prospects for Radio Dealers.

A Trade-In offer is now a mighty important part of every Radio Dealer's selling plan. A tremendous opportunity for profit! But unless Dealers follow an intelligent Trade-In policy there's as much opportunity for loss as there is for profit.

Under the plan of Trade-Ins which we have formulated for Philco Dealers, we propose to see to it that our Dealers do not throw away their profits on Trade-Ins! To cash in on this year's wonderful opportunity you positively need the right plan—a plan that makes money for you and leaves you your real net profit.

Financing Plan

All arrangements completed by Philco to afford Philco Dealers a very liberal and truly workable financing plan. Your installment paper is financed for you, so that you, Mr. Dealer, get the cash and yet do not have to pay exorbitant charges for financing. (This will be explained in our personal letter to those who seek a Philco agency.)

Trade Discounts

Special! The details of our Trade Discounts to Radio Dealers will be given only in personal letter from us to you or by personal call. Every Dealer answering this special announcement will receive the full information on the matter of discount.

By all means **READ**
 the next—the final page!

An Advertising Campaign that Blankets the Nation

National Magazines and Many Newspapers

Philco will quickly put the news of its new "Neutrodyne-Plus" Radio Set before the entire American public with a gigantic advertising campaign. Double-page spreads in four colors and in two colors in the big National Magazines—*The Saturday Evening Post, Liberty, Collier's, American Weekly, National Geographic, World's Work, Scribner's, Review of Reviews, Harper's, The Golden Book* and the *Atlantic Monthly*—reaching twelve million (12,000,000) families and over fifty million (50,000,000) readers, each and every issue.

Every Radio Dealer knows that Philco advertising brings the actual sales. When a Philco advertisement appears in a magazine or a newspaper the retail Dealer gets concrete results in sales and cash the next day and the days thereafter. That is why this gigantic National Magazine advertising campaign is of such vital interest to you.

Tremendous Newspaper Advertising

Hundreds of thousands of dollars—yes, as much as that will be spent in a single month in the big newspapers of all the important trading

centers to bring the news of Philco's astounding new Radio Set before the entire radio public. And these big, national advertisements—week after week—will be advertisements that get the business—*immediate sales* for you and all other Philco Dealers.

Every one of the many thousands of Philco advertisements—whether in the National Magazines or in the newspapers—will carry an inquiry coupon. This means that people in large numbers will not only call on the Philco Dealers throughout the United States, but inquiries—coupons and letters—in large numbers will also pour in by mail to our factory. These many thousands of inquiries will be turned over to the Dealers in the neighborhoods where they originate.

Original Window Display

Yes, entirely new and original and very attractive window and counter display material.

This service also includes a complete assortment of advertisements in all sizes for the Dealer's own use in his local paper; also a complete series of letters and folders for direct mail and distribution to the store customer.

Nation-Wide Broadcasting of Famous Philco Hour

Millions of people are listening in on the "Philco Hour" every Wednesday night at 9 o'clock, Eastern Standard Time. "Philco Memories" Hour, producing the complete story and musical selections from the musical comedies and light operas of bygone days, is a feature that millions await with keen interest.

The National Broadcasting Company reports having received more letters on the Philco Hour than on any other national feature.

Philco will continue its national broadcasting every week without interruption throughout the year. The program will be heard from the following 36 stations:

WJZ	New York	WRC	Washington
WBZ	Boston	WFAA	Dallas-Ft. Worth
WBZ	Springfield	KFVI	Houston
WBAL	Baltimore	WOAL	San Antonio
WHAM	Rochester	WOC	Davenport
KDKA	Pittsburgh	WHO	Des Moines
WJR	Detroit	WOW	Omaha
WLW	Cincinnati	KVOO	Tulsa
KYW	Chicago		Oklahoma City
KSD	St. Louis	WTIC	Hartford
WDAF	Kansas City	WJAR	Providence
WCCO	Minneapolis	WTAG	Worcester
WTMJ	Milwaukee	WCSE	Portland, Me.
KOA	Denver	KPO-KGO	San Francisco
WHAS	Louisville	KGW	Portland, Ore.
WSM	Nashville	KOMO-KFOA	Seattle
WMC	Memphis	KHQ	Spokane
WSB	Atlanta	KFI	Los Angeles
WBT	Charlotte		

Important! At the beginning and at the end of every program a suitable and proper selling announcement about the marvelous new Philco "Neutrodyne-Plus" Radio Set will be made.

Send Coupon NOW!

There Are Many Important Details

that we have not yet told you about our splendid proposition for this season. We want to give you the complete story and we know that you surely want it. So merely sign your name and address and mail the coupon today. It may easily become the most important move you ever made.

We Want You to Choose

Radio Dealers will choose their proposition carefully this year. And we want only those who are business men enough to do this. Much will be claimed—and the man of judgment will take time to investigate every claim thoroughly.

And Philco Will Choose Carefully

The Philco offer is *not* for everybody. We are eager, of course, to get the best Dealers in every locality. The "best" does not necessarily mean the largest, but it does mean that the Philco franchise will be granted only to those Dealers (large and small) who will take a genuine interest in Philco, and who will take the fullest advantage of this wonderful "Neutrodyne-Plus" radio receiver.

Of course, Mr. Dealer, we want you to investigate. *But you must do so with the utmost promptness.* You may be the very Dealer (large or small) whom we most desire to get in your locality. It would be your loss and our loss if you delay, and in the meantime we involve ourselves elsewhere so that it becomes too late to grant a Philco franchise to you. *So do not delay sending this inquiry coupon.* No obligation.

Philadelphia Storage Battery Company
Philadelphia, Pa.

The Philadelphia Storage Battery Company
Ontario and C Streets
Philadelphia Pa.

Dept. No. 5196

GENTLEMEN:
Please send me full and complete details on the Philco line of Radio Receiving Sets and Philco Speakers; also complete information on your merchandising and advertising plans and retail Dealer helps.

Name _____

Address _____ State _____

City _____

NOTE: If you're in Chicago during the Radio Trade Show, June 11 to 14, visit the Philco display in Booths 121 to 125.

PHILCO

REG. U.S. PAT. OFF.

Automatic Phono. Shown in New York

Electrically Controlled Instrument, Invented by M. L. Ord, of Denver, Marvel of Mechanical Efficiency

A new automatic phonograph, electrically controlled, was recently placed on display in New York by its inventor, M. L. Ord, of Denver, Col. This new product is said to eliminate all hand operation and automatically change a series of eighteen ten-inch or



New Automatic Phonograph

eighteen twelve-inch records as well as change a series of any mixed number of ten-inch and twelve-inch records.

This new phonograph, according to Mr. Ord, will selectively turn over and play each side of ten or twelve-inch records and will selectively repeat the first face of any ten or twelve-inch record so that it can be heard for three or less times. It will selectively repeat the reverse face of any record three times or less, selectively pause three, six or ten minutes between the playing of the faces of records, and selectively pause three, six or ten minutes between individual records. It will selectively stop playing after any record and selectively stop playing after any face of any record.

The mechanism does not allow the records to come in contact with one another and handles any standard make of lateral type record. Any record can be taken out and replaced by another without disturbing the balance of the records in the file. A volume control is provided and a simple device permits remote control from any place in the room. Provision is made for a combination radio installation if desired, using the same power and speaker unit as the phonograph.

Ortho-sonic Set Survives a Flood

LOS ANGELES, CAL., May 29.—The Southern California Music Co., 806 South Broadway, has at-



At Right Is Radio "Survivor" of Flood attracted a great number of people to its store by displaying and operating a model E10 Federal

Ortho-sonic receiver in its window that was salvaged from the recent St. Francis Dam Flood caused by the breaking of the dam.

This retailer took advantage of the opportunity by displaying a new Federal Ortho-sonic chassis with the shielding box removed, showing why this receiver after being buried in four feet of mud and water still performed.

Harry Gage of Bardsdale district is the owner of this receiver. Shortly after returning to his home early in the evening of March 26 he heard a terrific sound and hurried to the door. There he saw death and destruction roaring down the valley toward him. Mr. Gage rushed back into his home, seized his wife and children and carried them to the upper floor, just as the wall of water struck. The house was swept from its foundations, and crashed against a huge tree, and there it held, as the flood swirled, battered and passed. The family was unharmed, the tree having served as an anchor of safety.

On the following day Mr. and Mrs. Gage were able to salvage some of their belongings, and out of four feet of silt they dug up their Federal Radio receiver, pictured herewith.

It did not occur to him that this mud saturated receiver would operate, so he returned it to the dealer, who, however, was more curious than Mr. Gage, immediately looking it up and much to his surprise it operated as good as it did originally. It was necessary to scrape the mud off the dial in order to turn it.

The fact that this receiver withstood such treatment and lived to continue to give the performance for which it was designed is nothing short of phenomenal. Durability of the entire Federal line is one of its outstanding qualities. Complete shielding, all-metal construction, enameled wire and enclosed condensers result in this durability.

Plans to Feature the Grebe Line of Radio

Detroit Electric Co. Has Remodeled Store—Special Booths for Display of Grebe Synchronphase Line of Radio Sets

The Detroit Electric Co., 107 East Jefferson avenue, Detroit, Mich., has completely remodeled its store so that at the present time, and with the new layout, two demonstration booths, ten by fifteen feet, are available. In these booths that company announces that it will display the new Grebe Synchronphase A-C Six and other Grebe products which they are featuring.

Attractive settings of Grebe Synchronphase receivers and Grebe speakers will be effected by means of multi-colored drapes and announcement cards. In addition to the products of A. H. Grebe & Co., the Detroit Electric Co. will also display large photographs of the Grebe factory, which is located at Richmond Hill, Long Island.

Dubilier Issues Interesting Articles

The musical appeal of radio is emphasized in a technical article written by the engineering staff of the Dubilier Condenser Corp., New York City, upon the subject of "Tuning the Audio Transformers to Please Musical Tastes."

"There never will be a universally ideal amplifier or loud speaker, because all ears and musical tastes do not run alike," the article states. "Some prefer an accentuated sharpness or crisp reproduction, others prefer a mellow, deep rendition. Others strive for a happy medium. Fortunately, however, it is possible, with the aid of small, inexpensive micadons or mica condensers, to obtain almost any musical quality from the usual radio set." The article then continues to set forth technically how the various tones may be accomplished.

Bush & Lane

Pioneers
in
A-C Radio

ANNOUNCE

Their New
MODEL 2
Self-Contained
7 TUBE
RADIO



Bush & Lane Model 2
7-Tube Receiver

RETAIL PRICE \$110

Comparison and Test
Will Prove It Best

PIONEER EXPERIENCE
—assures the value of Bush & Lane
A-C Sets

SUPERIOR RADIO PERFORMANCE
—the year round

DISTANCE, SELECTIVITY, TONAL
BEAUTY
—assured

SERVICE NECESSITY
—practically eliminated

PERFECTED TO THE LIMIT OF
HUMAN SKILL

FULLY GUARANTEED

ALL MAKE FOR
SUPREME QUALITY
—reasonably priced

See and Hear the New Bush & Lane
Radio Receivers and New Cecilian
Speaker at the

R. M. A. TRADE SHOW
HOTEL STEVENS, CHICAGO
June 11 - 15

Exhibits 131 - 132

Demonstration Rooms 1005-1006

BUSH & LANE Industries

Holland, Michigan

Write for complete dealer's franchise,
and for information on our several
console models.

Brunswick Export Manager Makes Extensive Visit to Latin America

Z. E. Salisbury Makes Interesting Report on Many Countries Visited in South America—Finds Them Fertile Fields of Endeavor for Instrument Manufacturers

Z. E. Salisbury, export manager of the Brunswick-Balke-Collender Co., Chicago, Ill., manufacturer of Brunswick Panatropes and



Z. E. Salisbury

records, recently returned from an extensive trip throughout Latin America. His report on conditions in this territory is a most comprehensive and interesting one. The points visited by Mr. Salisbury on his trip included: Havana, Cuba; Colon, Panama; Panama City, Panama; Lima, Peru; Iquique, Chile; Antofagasta, Chile; Valparaiso, Chile; Santiago, Chile; Mendoza and Buenos Aires, Argentina; Montevideo, Uruguay; Porto Alegre, Santos, Rio de Janeiro, and Pernambuco, Brazil; Trinidad and Barbados, British West Indies.

Mr. Salisbury spent one day in Havana, but that was sufficient to complete the final details of a new arrangement made in August of last year whereby Messrs. Luis & Antonio Ruiz take over the Brunswick Panatropes and record distribution for the Republic of Cuba. Ruiz Bros. have operated in Central Cuba for some years with a great deal of success. Mr. Salisbury reports that the Cubans are most appreciative of good music and respond with

enthusiasm to merchants carrying quality merchandise. To achieve the greatest success with this trade, however, it is necessary that in addition to the music of other countries they receive a good proportion of records made by Cuban artists of typically Cuban music. To meet this condition the Brunswick Co. is sending a recording expedition to Havana. This will be the first journey outside of the continental limits of the United States of a Brunswick recording outfit.

Panama City and Colon, the two important cities of Panama, are cross-roads and meeting-places for a great number of steamship lines and are important commercially. Brunswick is represented in Panama City by Casa Fernandez and in Panama City by L. J. Granie.

Although Brunswick Panatropes and records have been available on the east coast of South America for many years, it was not until 1927 that proper distributing arrangements were completed in Lima, Peru. The Brunswick Co. is now represented by R. Antonio Arce, who has been connected with the phonograph and record business for the past twenty years. Mr. Arce is most optimistic over the outlook and believes that the Brunswick products will appeal to Peruvians of all classes.

Messrs. Eckhardt & Pieper, merchants, with more than thirty years' experience in Chile behind them, have charge of Brunswick distribution in that country and they have succeeded extremely well in putting the products before the Chilean public in a series of special shops in all parts of the country. They feel that musical instruments should be sold under conditions other than those required by other lines of merchandise and to this end have erected shops which are creations of an interior decorator.

Buenos Aires, Argentina, boasts a street, the Calle Florida, closed to automobile traffic from 4 in the afternoon, where every imaginable musical instrument obtainable from European countries and the United States can be heard. Brun-

wick products are displayed in a number of shops on this avenue, as well as in the windows of the distributors, Messrs. J. J. Pratt & Cia, and the retail establishment, Casa Max Gluckmann. In Montevideo, Uruguay, the most picturesque city on the continent, Casa Max Gluckmann takes care of the demand for Brunswick products. Although this city is small in size, a substantial business has been built up, so large that both the dealer and the manufacturer marvel at the number of instruments and records required.

Messrs. Assumpcao & Cia, Ltda., have for a number of years represented the Brunswick line in Brazil and their Brunswick Salons in Sao Paulo and Rio de Janeiro are most attractive, with no expense spared in outfitting them. Other representatives are Esteves Barboza & Cia, Porto Alegre, and Carneiro & Calvao, Ltda., of Pernambuco.

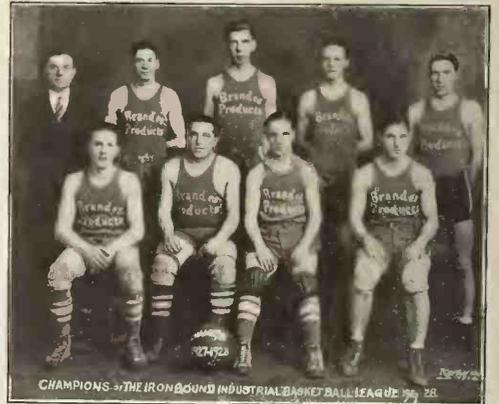
Mr. Salisbury states: "All of these countries are fruitful fields of endeavor for the manufacturer of musical instruments of quality, and it naturally follows that competition, both North American and European, is not inactive, but on the contrary does aggressively bid for the approval of these highly cultured races.

"Both American and European capital has been invested in Chile, Argentina and Brazil in order to manufacture records in the respective territories; records made with 'local color' and from native music in order to satisfy the very normal desire of these nations that their own cultural efforts may be perpetuated on records, not only for their own enjoyment but for the ever-increasing demand by other countries for the typical music which all of these nations possess. Needless to say, we are taking similar steps to round out our appeal in these territories."

Brandes Basketball Team Awarded Cup

Brandes Employes' Aggregation Wins Twenty-four Out of Twenty-five Games in Ironbound Industrial League

After winning twenty-four out of twenty-five games the Brandes Products basketball team



was awarded a cup in the Ironbound Industrial Basketball League, composed of factory teams in Newark and vicinity. The Brandes employes, makers of Kolster Radio products, have earned an enviable reputation in athletics as well as in radio production in the last few years, with strong league teams in baseball, bowling and soccer. One of the soccer players was selected for the American Olympic team and is now on his way to Amsterdam.

Van and Schenck, Columbia artists, flew by airplane from Baltimore, Md., to Rochester, N. Y., recently to keep an engagement at the Rochester Theatre. While in that city the popular duo autographed records at the Levis Music Store, while a Columbia-Kolster Viva-tonal played a number of records.

Majestic

ELECTRIC RADIO

You cannot buy a
Better Radio Set
at any Price

Grigsby-Grunow Company, 4540 Armitage Ave., Chicago

Now You can Meet the Demand for BETTER RADIO CABINETS AT LOWER PRICES

Glad News for Live Radio Dealers

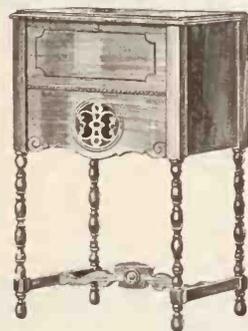
The unequalled facilities and resources of the world's largest table manufacturers are now applied to the production of a complete line of radio cabinets to sell at unprecedented low prices



CANTERBURY—Made of five-ply Walnut and Qld. Gum, finished Antique Walnut, shipped set-up packed singly, top 33 x 17", height 42", set compartment 28 x 14 x 10", speaker compartment 28 x 14 x 19 1/8".



STRATFORD—Made of five-ply Walnut and Qld. Gum, finished Antique Walnut, shipped set-up packed singly, top 31 3/8 x 17 3/8", height 33".



FLEUR DE LIS—Made of five-ply Walnut and Gumwood, finished Antique Walnut, shipped set-up packed singly, top 26 x 14", height 41", set compartment 21 x 11 x 10".

THINK what this news means to you, Mr. Dealer! In every neighborhood scores of intending buyers of radio cabinets have been holding out for better values than small manufacturers can possibly hope to offer. These people are not expert judges of radio receiving sets but they do know and can judge the worth of a piece of furniture.

As purchasers of fine walnut and mahogany in the trainload quantities required for the manufacture of 250,000 tables each year sold by every prominent furniture dealer in America,

we are able to buy at the lowest prices.

With a woodworking plant covering fifteen acres, employing 350 skilled cabinet workers and equipped with a million dollars worth of automatic machinery, we are able to cut costs through every step of manufacture while the finished product carries only a fraction of our overhead expense.

Consider these enormous advantages. Then investigate. See the benefits they offer you in lower prices and bigger profits.

Don't fail to see the St. Johns exhibit at the R. M. A. Show, Hotel Stevens, Chicago, June 11th — 15th, space 16. Also Demonstration Room 548-A

St. Johns Radio Cabinets

ST. JOHNS TABLE COMPANY G. M. PETRIE, *President* CADILLAC, MICH.

T. M. Cook, Inc., Winner of Kellogg Display Competition

Manufacturers' Promotional Work in Stimulating Better Window Displays Is Proving Beneficial—Kellogg Switchboard & Supply Co. Stages Campaign

WITHIN the past year or two there seems to be a growing realization among all members of the industry and trade—manufacturers, jobbers and dealers—of the value of the window display as a means



First Award: T. M. Cook, Inc.

of stimulating and sustaining business. This statement is not made to imply that in past years talking machine and radio dealers neglected their display space, but it must be evident that the attention being given the "face" of the store is becoming more and more widespread. One of the chief reasons for this progress must be accorded the manufacturers who have inaugurated special departments for sales promotion which are devoting considerable attention to the problem of creating displays which will be available to every dealer. Several companies design and have executed displays of materials so costly and elaborate that they would be out of the question for an individual dealer to have prepared. These displays are loaned or rented out to dealers by the manufacturer and not only do they serve their purpose for the time which they occupy his show space, but they have the subtle influence of educating the dealer to keep his display space in A No. 1 condition at all times.

Another method of keeping dealer interest in their windows at high pitch is that of conducting contests for attractive displays. There have been a greater number of such competitions during the past year than ever before and the results have shown a quickening of interest on the part of the retail fraternity and a betterment in their taste.

Several of the leading companies in the music-radio industry have developed systems of having dealers subscribe to a window display service at a nominal sum per display. By this means, at certain intervals, in many cases every thirty days, window display material

prepared by experts is shipped the dealer. This material is designed to harmonize with the season, to best attract attention to the latest products of the company, and the cost price of each display is considerably more than the price which the dealer pays. Thousands of dealers throughout the country have taken advantage of these various services with the result that the windows of the music-radio dealers better reflect an atmosphere in keeping with the products sold.

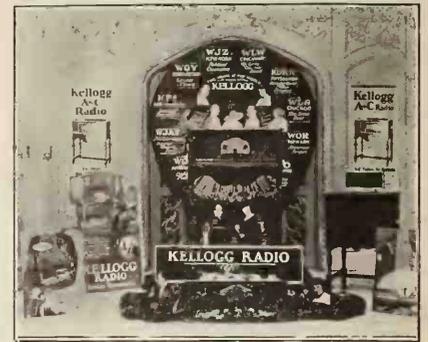
A contest recently conducted by the Kellogg Switchboard & Supply Co., Chicago, Ill., was most fruitful in attracting the dealers and in stimulating sales. The rules of the contest were simple. Any dealer was eligible to enter provided he displayed a Kellogg model No. 511 AC radio receiver in his window during the contest and sent a photograph of the display to the Kellogg Co. on or before a stipulated date.

Hundreds of entries were received and so high was the standard of excellence that the judges, J. E. Dalinghaus, of the Chicago Tribune; C. C. Fogarty, of Matteson, Fogarty and Jordan, and E. Butt, of the Rosenow Co., were hard put to finally select the winning windows.

The three winners of the highest awards,

Platt Music Co. Appoints New Department Heads

LOS ANGELES, CAL., June 1.—A number of interesting appointments and reappointments have recently taken place in the Platt Music Co. and are now announced by Ben Platt, president, through Edwin Lester, general sales manager. C. H. Mansfield is appointed associate general sales manager; G. F. Hall, formerly assistant sales manager, becomes radio merchandise manager; A. B. McCrea is appointed manager piano department at the main Broadway store; Leopold Poulin is appointed assistant manager piano department at the main Broadway store; Chas. R. Bowen receives the appointment of manager, radio and phonograph departments at the main Broadway store; Fred Kahn becomes assistant manager radio and phonograph departments at the main Broadway store; F. Walter Nubling receives the appointment of director of affiliation activities, including the handling of artists, teachers, etc.; Rutherford



Second Award: Findley Electric Co.

whose displays are reproduced herewith, were: T. M. Cook, Inc., Toledo, O.; Findley Electric Co., Minneapolis, Minn., and Jermyn Bros., Scranton, Pa. Other prize winners, in the order given, were: Commonwealth Edison Co., Chicago, Ill.; Lawler Bros., Bayonne, N.



Third Award: Jermyn Bros., of Scranton, Pa.

J.; Bachman Electric Co., Fond du Lac, Wis.; Buech Saxophone Shoppe, Milwaukee, Wis.; Duncan & Goodell Co., Worcester, Mass.; Bluebird Music Shop, of Philadelphia, Pa., and Johnson's Electric Shop, located in Nashua, N. H.

M. Perry has been engaged for special promotional work.

Many of those mentioned above are entirely new to the Platt organization. First of all C. H. Mansfield, who has become associate general sales manager with Edwin Lester, has an enviable record of able executive activities principally in phonograph and radio departments. Before coming to Los Angeles, half a dozen years ago, he was in Texas where he was well known as a phonograph man. A. B. McCrea has been in charge of piano departments in the East as well as in Los Angeles. Leopold Poulin has since distinguished himself as a finished piano salesman both in Los Angeles and San Diego. Charles R. Bowen bears the reputation of being one of the keenest getters in the phonograph and radio sales end. Fred Kahn has been with the Platt Music Co. for some time and owes his promotion to loyal hard work and steady, good sales record. F. Walter Nubling has served in the piano field; Rutherford M. Perry was formerly sales manager for Kohler & Chase Co., San Francisco.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY
NONE LOWER IN PRICE

The Rene Manufacturing Co.
Montvale, New Jersey



PHONOGRAPH CASES RADIO CASES Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Radio Sets

Let us figure on your requirements

MADE BY
PLYWOOD CORPORATION, Goldsboro, N. C.
Mills in Va., N. C. and S. C.

“Bigger and Better”

NOT a phrase, but a fact! Hohner Harmonicas have built for themselves such an unshakable reputation in the homes of America, and have done so much to encourage boys and girls, men and women, to embark upon the pleasures of musical performance, that each year sees more Hohner Harmonicas sold by those up-to-date merchants who sense the trend of the times in things musical.

Hohner Harmonicas bring thousands of new “prospects” to the merchant’s store—and give him an opportunity to make life-long customers for his entire line of merchandise.

WATCH FOR HOHNER ADVERTISING IN THESE NATIONAL MAGAZINES

KEEP in step with the 1928 program that Hohner Harmonica national advertising is making toward the goal of “making all America Musical.” This year’s Hohner campaign will include larger space than ever in the following great national magazines, reaching millions upon millions of the families of America:

AMERICAN WEEKLY
COUNTRY GENTLEMAN
PEOPLE'S HOME JOURNAL
SUCCESSFUL FARMING
CHILDREN
NORMAL INSTRUCTOR & PRIMARY PLANS
AMERICAN SCHOOL BOARD JOURNAL
JOURNAL OF NATIONAL EDUCATION ASS'N
BASEBALL MAGAZINE
POPULAR SCIENCE MONTHLY
EVERY GIRL'S MAGAZINE
MUSIC AND YOUTH
ST. NICHOLAS
CHILD LIFE

SATURDAY EVENING POST
LADIES' HOME JOURNAL
HOUSEHOLD MAGAZINE
PROGRESSIVE FARMER
BOYS' LIFE
AMERICAN BOY
BOY SCOUTS' HAND BOOK
OPEN ROAD FOR BOYS
POPULAR MECHANICS
AMERICAN GIRL
GIRLS' WORLD
SCHOLASTIC
YOUTHS' COMPANION

M. HOHNER, Inc., Dept. 72, 114 E. 16th St., New York
Canadian Address: HOUGH & KOHLER, 468 King St., W., Toronto

Market for Quality Records Is a Fertile Field for Dealers

Frederick N. Sard, Columbia Sales Promotion Manager, Talks on Methods of Merchandising Record Album Sets at Pennsylvania Dealers' Convention

IN an address delivered before the third annual convention of the Pennsylvania Association of Music Merchants, held in Philadelphia last month, Frederick N. Sard, sales promotion manager of the Columbia Phonograph Co., New York City, and executive director of the Schubert Centennial, gave an interesting discourse on the Masterworks series of records issued by the Columbia Phonograph Co. and the aims and purposes of the Schubert Centennial, which is being observed this year. Mr. Sard spoke of the demand for album sets as a new market for dealers and gave suggestions on merchandising the products. He said, in part:

"About four years ago the Columbia Phonograph Co. adopted the policy of promoting business. It started with eight or ten Masterworks. This modest group included a few symphonies, some sonatas, and the first attempt in this country to present unedited chamber music—the last and highest form of music—in which a composer expresses his philosophy of life and his meditations of the spirit.

"Two prejudices had to be overcome: first, the widespread belief that there is a highbrow music and a lowbrow music; second, that America is culturally inferior. Our initial task, therefore, was an educational one. With the aid of the musical forces of this country we established that good music is not remote from the average mind nor is it forbidding to the average ear.

"Certain developments favored our task: the multiplying of concerts and recitals; the spread of musical education throughout the schools; the improvements in the standards of manufacturing records; and the growing realization that the best popular tunes are borrowings from the classics.

"In the succeeding four years the Masterworks catalog grew by leaps and bounds and now has reached the substantial figure of eighty-nine separate albums, comprising thirty-five symphonic works, over thirty classics of

chamber music—trios, quartets, quintets and a group of sonatas and concertos. When the new Schubert Centennial Edition stands with the other Masterworks, the total will exceed one hundred. This growth has more than numerical significance; it proves that the merchandise is sound and that there is a public for it, with the potential demand exceeding, to a considerable degree, known demand.

"Neither these Masterworks nor the people who buy them are queer. The people who buy them are no queerer than the millions who buy the Bible, Shakespeare and the Harvard Library of Classics. The human nature which throws away trashy books and magazines and reserves good books for the home is the same human nature that enjoys the popular dance music, which it so quickly tires of, and then turns to the Masterworks of music for constant refreshment and permanent beauty. The buyer of Masterworks is not a faddist; once a Masterworks lover always a Masterworks lover. Dealers who know this hold the key to a desirable, steady business, in which prestige does not interfere with profits.

"The response to the Masterworks from the country over has caused a fundamental change in the outlook of dealers. They now recognize that they are armed with a new merchandising force. Many who started by selling \$25 worth of Masterworks in a day found, within six months, that their total was three to four hundred dollars a day. A recent instance of the new rate of turnover is afforded by the Masterworks Set known as No 79, sold at \$1650. This set contains exclusively Wagner selections, recorded by us in the Bayreuth Festival Theatre, the finest acoustical auditorium in the world. Dealers in many cities sold between seventy-five and one hundred sets the first three days of the release. The case of the mounting sales on Set 41, the Unfinished Symphony of Schubert, is also relevant to our discussion.

"But we have scratched only the surface. There are millions ready for the appreciation

of good music to whom this music has not come—the great army of wage-earners whose standard of living makes them potential users of quality merchandise, whether in music, books, furniture or decoration."

Philco Has Line of Receivers in Color

Full Line of Models of New Philco Radio Sets Finished in Popular Colors—Sayre M. Ramsdell Tells of New Vogue

PHILADELPHIA, PA., June 5.—The advance in radio cabinet design has been one of the outstanding trends in the industry and with each announcement of new models, the inclination



Sayre M. Ramsdell

toward finer furniture in the cabinets housing sets is noticeable. A recent announcement by the Philadelphia Storage Battery Co., of this city, manufacturer of Philco socket powers and sponsor of the "Philco Hour" states that a full line of models in the new Philco radio receiver line will be in popular colors.

"The vogue for color is very strong, we find," said Sayre M. Ramsdell, sales promotion manager of the company. "Hence we believe radio sets in shades that will harmonize with most any color scheme will prove highly popular. We made a careful survey amongst furniture designers and distributors as well as housewives before committing ourselves definitely. We found red and green to be in exceedingly high favor. So we have designed truly beautiful effects in Nile green, Mandarin red and Labrador gray, as well as in brown. These have been delightfully decorated by hand in a floral motif. The effects are rich and harmonious and are bound to impress lovers of color, line and form, for we have employed the best talent for the designs.

"Our color combinations have been planned with the single aim of good taste and harmony. I might mention, too, that we have a new instrument that embodies inventions of our own technical division. We believe it sounds a new note in quality of performance."

Music in the Summertime

The Goldman Band, which has become one of the great attractions of New York during the Summertime, will resume its concert season on June 11 and will continue to August 19, the time being divided between the Mall at Central Park and the Campus at the New York University. The "Symphony in Brass," as the Goldman Band is popularly termed, which has been developed and conducted by Edwin Franko Goldman, is one of the great organizations of the country, and has won wide popularity through its radio broadcasts, and the records of the band which are issued by the Victor Co. That the coming season will be most successful and enjoyable is evidenced by the tremendous and increased interest in these concerts.

And Now—

The Dealer Can See It Through

Speedy and efficient servicing of radio receivers is the best assurance against mortality of public interest in radio reception.

For a small premium it protects manufacturer,

dealer, set owner and all associated interests. Without adequate facilities for radio set servicing none of the various commercial enterprises which depend upon satisfactory reception of broadcasted programs can hope to make desirable progress.

The Solution Is Efficient and Profitable Radio Set Servicing

Lack of proper equipment no longer complicates the present A.C.-D.C. situation. Weston offers the radio dealer a new design of radio set tester for both A.C. and D.C. receivers of all types. It offers the service man a complete testing outfit self-contained in a compact, light-weight carrying case. It is provided with two special 3/4" diameter instruments for both A.C. and D.C. readings. Connections are automatically made by an ingenious system of switches and binding posts. This Weston radio set tester is provided with the necessary socket adaptors and instruction book. Simple to operate. Requires no auxiliary batteries or other source of power than provided by the set itself. Increases many times the number of service calls that can be made in a day. Increases dealer profits and insures customer satisfaction.

Write for descriptive literature.

WESTON ELECTRICAL INSTRUMENT CORP.

606 Frelinghuysen Ave.

Newark, N. J.



WESTON RADIO INSTRUMENTS

MR. ATWATER KENT says:

“The new line of Pooley Radio Cabinets is certainly very interesting and should appeal to all those who want the highest type of modern radio furniture.

“For this reason, I heartily approve of their use with Atwater Kent Radio for 1928-29”

(signed) *A. Atwater Kent.*



THE POOLEY COMPANY
1600 Indiana Avenue Philadelphia, U.S.A.

See the new Pooley line at the Second Annual Trade Show, June 11th to 15th inclusive, Booth B-40, Stevens Hotel, Chicago. If you cannot get to the Trade Show, look over the line at the Pooley distributor's in your territory.

Vast Holdings of Atlas Plywood Corp.

Acquisition of Empire Mfg. Co. Adds Materially to Holdings—Now Owns 265,801,000 Standing Feet of Timber

BOSTON, MASS., June 4.—The recent acquisition by the Atlas Plywood Corp. of the Empire Mfg. Co., of Goldsboro, N. C., which was announced last month, has added materially to the Atlas Plywood Corp.'s holdings and facilities. The Empire timber lands contain an excess of 150,000,000 feet of lumber, a supply estimated to take care of all their requirements for the next thirty-five or forty years. This tract includes hardwood gum, of which plywood for packing cases is made, and hard Southern pine, utilized for cleating. Thirty miles of standard gauge railroad are included to handle this timber. The Empire plant is equipped to handle all its own logging, saving and cutting

operations and the complete manufacture of plywood cases.

The Atlas Plywood Corp. is said to be the world's largest manufacturer of plywood packing cases. Although this company has specialized for many years in plywood cases for phonographs and later radios, Atlas plywood cases are used in many other fields and the Atlas Corp. has recently manufactured and added to its line "Speedpack," the plywood container for furniture, and Atlas refrigerator cases. The Atlas Plywood Corp., on the acquisition of the Empire Mfg. Co., will own and operate six up-to-date manufacturing plants, advantageously located as regards raw materials, labor and transportation. The corporation owns 265,801,000 feet of standing hardwood and softwood timber in New England, North Carolina and Canada, and currently acquires additional timber through purchase of stumpage rights. It also operates ten assembling plants or branch factories, distributed in centers of consumption throughout New England, the Middle Atlantic and Middle Western

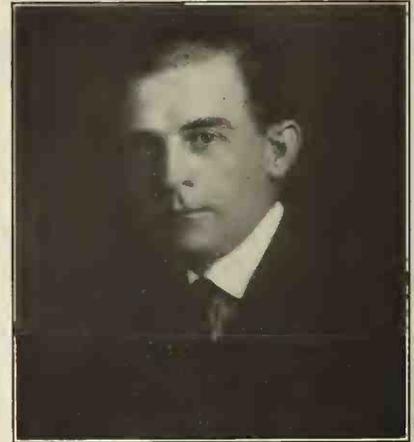
States. The purchase of a manufacturing plant in North Carolina will place the corporation in a position to offer Atlas service in advising upon packing problems to manufacturers in the South.

A. H. Edgerton, formerly president of the Empire Mfg. Co., comes to the Atlas Plywood Corp. as vice-president, and Herman Weil and George S. Daniels continue to manage and operate the Goldsboro factory.

C. W. Hunter Covers New Kellogg District

Represents Concern in the States of California, Oregon and Washington—Fine Record of Achievement in Industry

C. W. Hunter, of the Kellogg Switchboard & Supply Co., Chicago, has been appointed to represent the radio division of the firm in the States of California, Oregon and Washington.



C. W. Hunter

Mr. Hunter made an excellent record in his former territory, which consisted of Ohio, Michigan and parts of Pennsylvania, West Virginia, Kentucky and Indiana, having established some excellent distributing agencies for Kellogg during the past several months.

For several years prior to his affiliation with the Kellogg Co., Mr. Hunter acted as general sales and production manager for the Malleable Steel Range Co., South Bend, Ind. At one time he was in charge of sales for the enameling division of the Benjamin Electric Co., Chicago. Mr. Hunter's California headquarters will be at offices of the Kellogg branch, 1054 Mission street, San Francisco.

Radio Equality in Politics

Broadcasting stations will not be allowed to be partisans in the coming campaign and all candidates for public office must be given equal opportunity to express their views.

Such is the substance of a general order just issued by the Commission, which is based on a section of the radio law of 1927. Violation of the order, the Commission says, will be considered sufficient ground for cancellation of license.

It is stated, however, that no obligation is imposed on a station to let any candidate talk over the air, but if the facilities are allowed to one candidate all other recognized candidates must be granted the same opportunity.

New Columbia Artists

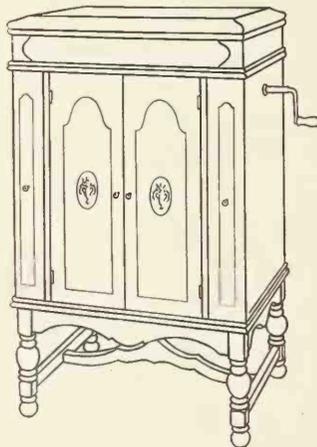
Tracy-Brown's Orchestra, of Omaha, Neb., one of the most popular vaudeville and radio aggregations in that section of the country, and who for the past two years has played at the Ad-Sell Restaurant, Omaha, is now recording for the Columbia catalog. The new artists' first records couple "Chloe" and "Beautiful."

Consider the New VINCENNES Veraelectric Phonograph

DAILY, this remarkable innovation in the phonograph field is gaining prestige and profits for aggressive dealers. This fine machine, a new creation by Vincennes artists and engineers, has been pronounced a revelation in its quality of reproduction and construction. The Vincennes Veraelectric is destined to do big things for dealers who desire to stimulate phonograph sales. Its list price is only \$385.

All Vincennes phonographs open new avenues to quick returns and handsome profits. A popular seller is the Vincennes Rivoli phonograph, listed from \$49.50 to \$180.00. The Vincennes Veraphonic phonograph,

with our patented Veraphonic reproducer, is listed from \$95.00 to \$195.00. You can "cash in" on the growing popularity of this money-making line. Any of the following distributors will supply you with full details of the attractive Vincennes dealer discounts.



Model 150 Veraphonic

OKEH PHONOGRAPH CORP.,
15 West 18th Street,
New York City.
Distributors for New York City and Eastern New York State, Northern New Jersey, and New England States.
C. M. McDONALD,
Germantown, Tennessee.
Representative for Mississippi.
LINCOLN SALES COMPANY,
1015 Chestnut Street,
Philadelphia, Pennsylvania.
Distributors for Pennsylvania, West Virginia, Maryland, and Delaware.

THE SHIELD COMPANY,
108 East 13th Street,
Fort Worth, Texas.
Distributors for Northern Texas and Southern Oklahoma.
FRANCIS GASKINS,
2809 Griffith Avenue,
Hyde Park,
Cincinnati, Ohio.
Representative for Ohio, Western Pennsylvania, Northern West Virginia, and Northern Kentucky.
BOETTICHER & KELLOGG CO.,
Evansville, Indiana.
Distributors for Southern Indiana, Western Kentucky, Southeastern Illinois, and Northwestern Tennessee.
AMERICAN SALES COMPANY, INC.,
2109 Avenue B,
Galveston, Texas.
Distributors for Southern Texas, Louisiana, New Mexico, and Arizona
RICE SALES COMPANY,
915 Essex Road,
Birmingham, Alabama.
Distributors for Alabama.
HUGHES & REED,
201 Baum Bldg.,
Omaha, Nebraska.
Representatives for Iowa and Nebraska
W. I. STOUT,
1500 Summit Ave.,
Little Rock, Arkansas.
Representative for Arkansas.
J. M. HILL SALES CO.,
Box 2072,
Louisville, Kentucky
Representative for Kentucky.
C. L. PATTERSON OFFICE EQUIPMENT COMPANY,
1741 Champa Street,
Denver, Colorado.
Distributors for Colorado.
C. D. BURCHELL,
Greensboro, North Carolina.
Representative for North and South Carolina.

Vincennes Phonograph Mfg. Co.
Vincennes, Indiana, U. S. A.

HOWARD RADIO



This year /

Combination Radio and Phonograph

Howard provides the selling advantage of Quality Merchandise calling for minimum service—with the maximum of satisfaction to the customer.

PRICE RANGE—\$125 TO \$2,500

HOWARD RADIO COMPANY

Makers of Fine Radio Receivers---*Exclusively*
4949 N. CRAWFORD AVE. CHICAGO, U. S. A.

Licensed by R. C. A.
and Associated Companies

---at the Radio Trade Show
BOOTH 106



G. E. Brightson Dies Following Accident

Founder of Sonora Phonograph Co. and President of Firm Until His Retirement Succumbs to Injuries

George Edgar Brightson, founder of the Sonora Phonograph Co. in 1912, and president of the company until his retirement some three or four years ago, died in Bellevue Hospital, New York, in May as the result of injuries received when he was knocked down by an automobile truck at Lexington avenue and Forty-fourth street. He was seventy-seven years old.

Mr. Brightson was born in Brooklyn and was prominently connected in the business world before the organization of the Sonora Co. He was prominent as a yachtsman, and was active in racing along the Sound for forty years. He made his home in New York at 140 East Forty-fifth street, and also maintained a Summer home at Harbour Point, near Oyster Bay. He is survived by his widow and two daughters, both married. Funeral services were held at St. Bartholomew's Chapel on Monday afternoon and were attended by many members of the music trade.

Latest Phonograph and Radio Patents

Phonograph Record. Charles A. Hoxie, Schenectady, N. Y. Patent No. 1,669,128.

Damped Phonograph Apparatus. Alexander McLean Nicolson, New York, N. Y. Patent No. 1,669,170.

Sound Reproducing Apparatus. Clayton M. Boudette, Revere, Mass. Patent No. 1,670,234.

Circuits for Receiving Radio and Similar Signals. Leroy M. E. Clausing, Chicago, Ill. Patent No. 1,668,630.

Directive Radio Repeating System. Lloyd Espenschied, Queens, N. Y., and De Loss K. Martin, Orange, N. J., assignors to the American Telephone & Telegraph Co., New York. Patent No. 1,668,637, Patent No. 1,668,674 and Patent No. 1,669,123.

Radio Battery Charger. Arnold Soberg, Mohall, N. Y. Patent No. 1,669,028.

Wired Radio Broadcasting System. Robert D. Duncan, Jr., East Orange, N. J. Patent No. 1,669,189.

Radio Receiving System. Albert H. Taylor, Washington, D. C., assignor to Wired Radio, Inc., New York. Patent No. 1,669,218.

Method of Reducing Fading Effects in Radio Communication. Albert H. Taylor, Washington, D. C., assignor to Wired Radio, Inc., New York. Patent No. 1,669,219.

High-Speed Radiotransmitter. Arthur L. Wilson, Hammond, Ind. Patent No. 1,669,502.

Radio Station-Finding Mechanism. Alfred F. Sanford, Knoxville, Tenn. Patent No. 1,669,575.

Radio Receiving System. Fred Parker Benjamin, Watska, Ill. Patent No. 1,669,893.

Radio Receiving System. Philip John Walsh, San Francisco, Cal. Patent No. 1,669,959.

Radio Receiving System. Christian W. Hansen, Chicago, Ill., assignor to the Zenith Radio Corp., of Illinois. Patent No. 1,670,149.

Radio Dial Construction. Adolph J. Neef, Brooklyn, N. Y. Patent No. 1,670,272.

Machine for Making Filamentary Bodies. John W. Ekstedt, Belleville, N. J. Patent No. 1,670,497.

Compensating Means for Oscillating Radio Circuits. Walter Lytton, Chicago, Ill. Patent No. 1,670,586.

Radio Receiving Instrument for Systems of Broadcast Distribution. Edward E. Clement, Washington, D. C. Patent No. 1,670,760.

Radiofrequency Amplifier. Carl Pfanstiehl, Highland Park, Ill. Patent No. 1,670,782.

Radio Receiving Set. Anthony Boedeker, Cincinnati, O. Patent No. 1,670,951.

How far does a phonograph needle travel?

A phonograph needle, playing a twelve inch record, travels 740 feet — nearly as far as the famous Woolworth Building is high! And the point must remain sharp for the entire distance, or else a priceless record will be damaged.

Only **QUALITY** needles can stand this strain! They must be made properly, with care and precision and of the finest materials. Sell your customers needles made by Bagshaw and you'll be assuring them the **QUALITY** so necessary to the continued life of their records.

"World's Oldest and Largest Makers of Phonograph Needles"



BRILLIANTONE STEEL NEEDLE COMPANY OF AMERICA, INC.

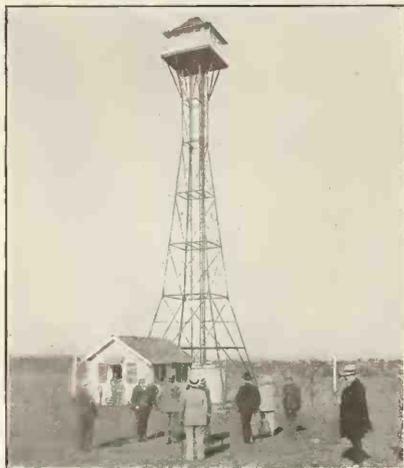
370 Seventh Avenue

New York City

Sixty-two Distributors View New 1929 Steinite AC Receivers

Steinite Wholesalers From All Sections of Country Attend Two-Day Gathering at Company's Plant in Atchison, Kan.—Four Models Introduced in New Line

In a rush of events that lasted two full days, fifty-two distributors of Steinite radio products visited the Steinite factory, Atchison, Kan.,



Jobbers View Steinite Experimental Tower amid scenes of enthusiasm that have seldom been equaled at a similar gathering. The convention included the first showing of Steinite's new 1929 line of AC receivers to the jobbers, and this showing was said to be so impressive that each of the distributors present placed orders for specified delivery dates covering his entire requirements for the season.

Among the events which occupied the interest of the assembled distributors on Monday, April 30, and Tuesday, May 1, were two luncheons, a dinner and a banquet at which various angles of Steinite's activities for 1929 were outlined; an address of welcome by the Mayor of Atchison, speeches by Fred W. Stein, president, and Oscar Getz, vice-president of the Steinite Radio Co.; a sight-seeing tour to the country club, where, besides playing golf, the visitors were shown through the Steinite research laboratory and the Steinite experimental tower, and a list of other events which furnished an interesting as well as a profitable visit.

The distributors enjoyed an interesting trip through the Steinite factories Nos. 1 and 2, and observed the construction work on factory No. 3, which will shortly be in production on the new Steinite line. The attending distributors, as well as officials of the Steinite company, included the following:

Eli Abelson, American Supply Co., Chicago; Jacob Abelson, treasurer, Steinite Radio Co., Chicago; Lester S. Abelson, secretary, Steinite Radio Co., Chicago; James Ago, Lewis Electric Supply Co., Boston; H. S. Alexander, advertising manager, Steinite Radio Co., Chicago; Roy R. Bean, district manager, Steinite Radio Co., Seattle; Kenneth A. Bell, Peaslee-Gaulbert Co., Dallas; E. R. Burks, vice-president, Bluefield Hardware Co., Bluefield, W. Va.; Roy Borden, district manager, Steinite Radio Co., Baltimore, Md.; Mr. TenBroeck, Poll Electric Supply Co., Toledo, O.; M. F. Bruning, M. F. Bruning & Co., Spokane, Wash.; E. F. Burrall, McIntyre-

Burrall Co., Green Bay, Wis.; J. M. Camp, Brown-Camp Hardware Co., Des Moines, Ia.; Robert Campion, district manager, Steinite Radio Co., Dallas; A. I. Clifford, district manager, Steinite Radio Co., Indianapolis, Ind.; G. O. Clifford, district manager, Steinite Radio Co., Atlanta, Ga.; Lee Clifford, district manager, Steinite Radio Co., Indianapolis, Ind.; C. C. Baines, Peaslee-Gaulbert Co., Louisville, Ky.; F. C. De Haven, Fisher Bros. Paper Co., Fort Wayne, Ind.; T. J. Dugan, C. & D. Auto Supply Co., Cincinnati, O.; E. F. Duski, district manager, Steinite Radio Co., Chicago; Mr. Elliott, district manager, Steinite Radio Co., Indianapolis, Ind.; Hugh Ferguson, Republic Radio Corp., Detroit, Mich.; Oscar Getz, vice-president and sales manager, Steinite Radio Co., Chicago; H. R. Harris, sales-service department, Steinite Radio Co., Chicago; S. J. Helsper, district manager, Steinite Radio Co., Minneapolis, Minn.; L. S. Hodges, Kirkmyer Motor Co., Richmond, Va.; J. J. Horan, district manager, Steinite Radio Co., St. Louis, Mo.; L. J. Horan, district manager, Steinite Radio Co., St. Louis, Mo.; R. H. Hornbeck, Crescent Electric Supply Co., Dubuque, Ia.; Julian Jacobs, district manager, Steinite Radio Co., New York; L. H. Jelly, McIntyre-Burrall, Green Bay, Wis.; E. C. Jesson, McIntyre-Burrall, Green Bay, Wis.;



Band Leads Jobbers Into "Steinite Town"

Walter Jessen, McIntyre-Burrall, Green Bay, Wis.; D. B. Kopp, district manager, Steinite Radio Co., Boston; F. A. Krue, district manager, Steinite Radio Co., Detroit, Mich.; Jack L. Leban, district manager, Steinite Radio Co., Cleveland, O.; Robert McCollom, district manager, Steinite Radio Co., Salt Lake City, Utah; William R. McElroy, district manager, Steinite Radio Co., Pittsburgh, Pa.; L. A. McLean, Campbell Iron Co., St. Louis, Mo.; Mr. Moynele, district manager, Steinite Radio Co., Washington, D. C.; Mr. Poll, Poll Electric Supply Co., Toledo, O.; C. E. Roach, Capital City Paper Co., Springfield, Ill.; Royal-Smith, Inc., district manager, Steinite Radio Co., Dallas; Samuel Schimmel, Schimmel Electric Supply Co., Philadelphia, Pa.; E. H. Schlueter, Larson Hardware Co., Sioux Falls, South Dakota; R. G. Sidnell, M. & M. Co., Cleveland, O.; Edward Slepian, Pyramid Supply Co., Buffalo, N. Y.; W. J. Stroud, Interstate Electric Co., Shreveport, La.; George Talmadge, Schimmel Electric Supply Co., Philadelphia, Pa.; L. R. Upham, Williams Hardware Co., Minneapolis, Minn.; J. M. Ward, J. M. Ward & Co., Portland, Ore.; A. J. Ware, Schram & Ware, Seattle, Wash.;

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

Edward H. Weiss, Edward H. Weiss Co., advertising, Chicago; Mr. Wildermuth, the Fromer Co., Harrisburg, Penn.; E. J. Poehler, A. J. Harwi Hardware Co., Atchison, Kan.; F. E. Harwi, A. J. Harwi Hardware Co., Atchison, Kan.; Leo Stein, National Radio & Supply Co., Los Angeles, Cal.; Salt Lake Hardware Co., Salt Lake City, Utah; Fred W. Stein, president, Steinite Radio Co., Atchison, Kan., and Guy D. Elwell, vice-president, Steinite Radio Co., Atchison, Kan.

At least one of the distributors was sufficiently eager to attend to charter a plane from Green Bay, Wisconsin, to Atchison, in company with five of his sales representatives—yet it is certain that those who came by rail were no less anxious to be on the scene when Steinite's new line was unveiled for the first time. The Steinite Radio Co., it is confidently expected, will this year surpass its excellent record of 1927.

The new Steinite line consists of one table model and three console models, all one-dial AC receivers, and a table and console model of the Steinite Polyphonic speaker which had been previously introduced. The new sets are encased in fine woods, and are very compact. Under the guidance of Fred Stein, a pioneer in

the electric radio field, the new models have been engineered to a high point of perfection, and it is planned to take advantage of the experiences of 1927 season in AC construction. The new receivers use the 227 and 226-AC tubes, a 171 power tube and the 280 rectifying

tube in the built-in power pack and contain several other important features.

F. J. Black Musical Director of the Sonora

Frank J. Black, well-known composer, pianist and orchestra leader, has been appointed musical director of the Sonora Phonograph Co. At the present time he is conducting such popular radio hours as Seiberling and Ampico, and is the leader of the Revelers, all of whose vocal arrangements he is responsible for. He has had many years of recording experience.

The "Black Crows" in Concert

The "Two Black Crows," Moran and Mack, Columbia recording artists and musical comedy and vaudeville stars, have graduated to the rank of concert artists. They will tour for the Metropolitan Musical Bureau, in a series of concerts in the South and West, beginning in June. Dealers have an excellent opportunity to tie up advantageously.

M'f'g. Radio & Phonograph HARDWARE

PERFECT
Portable Needle Cup
Open Stays Open
Closed Keeps Closed

Star Mach. & Nov. Co.
Bloomfield, N. J.



The Demand for Quality Never Ceases

To learn the difference between ordinary Cotton Flocks and "QUALITY" Cotton Flocks, order a sample bale of our Standard No. 920 for Phonograph Record Manufacturing.

CLAREMONT WASTE MFG. CO.

Claremont, N. H.

Always SUPERIOR

LIST
\$75

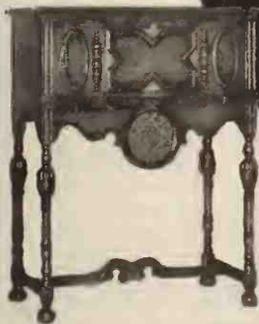
IN presenting our new line of Radio Cabinets and Speaker Consoles, we believe that we have again anticipated the popular demand for the coming season in quality, design and price.

LIST
\$50

All Superior Cabinets and Consoles are equipped with the R C A 100 A Speaker, scientifically and acoustically mounted to enhance the wonderful tone of this famous unit.

These models will be on display in the Stevens Hotel Exhibition Hall—Booth 83 during the 2nd Annual Radio Trade Show in Chicago, June 11 to 15.

"You must come over"



MODEL 201—Genuine Walnut Veneer with Maple Overlay. Height, 44½", Width, 34½", Depth, 17". Panel size 30"x10". List \$75.



MODEL 38—Genuine Walnut Veneer with Maple Overlay. Height, 43", Width, 28¾", Depth, 17". Panel size 24"x10". List \$75.



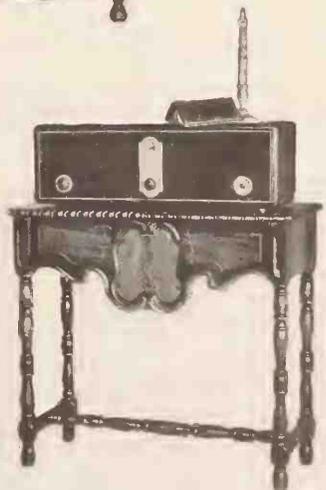
MODEL 37—Genuine Walnut Veneer. Height, 31", Width, 28½", Depth, 17". List \$50.



MODEL 101—Genuine Walnut Veneer. Height, 32", Width, 34½", Depth, 17". List \$50.



MODEL 701—Genuine Butt Walnut Veneer. Height, 49", Width, 24½", Depth, 17". Panel size 21"x9". List \$75.



MODEL 18—Genuine Walnut Veneer. Height, 31", Width, 30", Depth, 13¾". List \$50.

SUPERIOR Cabinet Corporation

206 Broadway New York City



The Surest Shipping Protection for Fine Finishes

ATLAS Plywood Packing Cases are your best insurance against the ruinous mars and scratches that render beautifully finished radios and phonographs unfit for immediate customer display at the receiving end. Jobbers and retailers are seldom equipped for expensive touch-up processes or complete refinishing

of marked-up cabinets. It is little wonder then that they welcome shipments in Atlas Cases—cases that not only protect the finishes but assure the safety of intricate working parts of the machines.

Atlas Packing Cases are a genuine economy for both shipper and receiver.



18851

Bremer-Tully Moving to Larger Building

Two Acres of Floor Space Will Be Devoted to Making of Counterphase Radio—Plan to Increase the Business Over 300 Per Cent This Year

CHICAGO, ILL., JUNE 4.—Two acres of floor space will be devoted to the manufacture of Counterphase radio products in the new quarters of the



New Home of the Bremer-Tully Mfg. Co.

Bremer-Tully Mfg. Co., at 656-662 Washington boulevard, this city. The move from the former location on Canal street, where the company has been so long established, is the first step in a plan to enlarge business at least 300 per cent this year.

The Bremer-Tully organization is one of the pioneers in the radio industry. It began with the advent of broadcasting although both John C. Tully, president, and Dr. Harry A. Bremer, vice-president and chief engineer, have been in close contact with radio developments for the past twenty-five years.

The company originally made parts and later developed circuits and kits, thus furnishing a foundation upon which a sound and profitable set manufacturing business has been built. Bremer-Tully entered the set manufacturing business four years ago and is now an exclusive manufacturer of receiving sets, speakers and phonograph combinations, the line for the coming season ranging from \$100 to \$1,000,

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing
THE PECKHAM MFG. CO. 238 South Street
Newark, N.J.

with an assortment that permits of a distributor handling the line exclusively.

Sixty-six distributors in the United States whose capital rating is over \$400,000 each handle the Bremer-Tully line and the concern claims the distinction of never having lost a set distributor, having maintained its reputation of making only the highest quality products.

The company is licensed under the patents of the General Electric Co., Westinghouse, American Telephone & Telegraph Co. and Radio Corp. of America, besides holding numerous patents on circuits

and parts and having valuable connections on phonograph combinations and speaker devices. Bremer-Tully was one of the first to secure a cross-licensing arrangement with the United States Navy under the foreign patents which the Navy controls.

Mr. Tully is one of the original organizers of the Radio Manufacturers' Association and served as a director in the early days of the organization. He also was chairman for two years of the important RMA

Committee of advertising and publications.

There are several thousand authorized franchised Bremer-Tully dealers at the present time. A recent report stated that the number of dealers has increased over three times since regular shipments of AC sets started in October.

New Distributors for Zenith Named

CHICAGO, ILL., June 5.—The Zenith Radio Corp., manufacturer of Zenith radio receivers, recently announced the appointment of two new distributors in the Middle West territory. They are W. M. Dutton & Sons Co., with headquarters at Hastings, Neb., and Lindeman-Hoffer, Inc., with home office in Kansas City, Mo.

The Dutton organization will cover the entire State of Nebraska, seventeen counties in western Iowa, thirteen counties in northern Kansas and three counties in the northwest part of Missouri. A branch office of the company is located at Omaha, which is devoted exclusively to radio. Lindeman-Hoffer, Inc., covers Kansas and western Missouri. Both Mr. Lindeman and Mr. Hoffer have a wide following among music dealers in that territory.

Facts and Figures on Sparton Radio Ads

Tremendous Volume of Advertising on Sparton Radio Illustrated by Array of Figures—115 Newspapers Used

JACKSON, MICH., June 6.—Some interesting figures which stress the tremendous volume of Sparton radio advertising were recently compiled by the publicity department of the Sparks-Withington Co., of this city, maker of Sparton radio receivers. The statement reads:

"Persons who are accustomed to thinking of advertising as an intangible something, costing much money and delivering certain results that are hard to measure, may have their ideas changed by the following figures.

"During the seasons of 1927-28, Sparton radio was advertised with extreme success in 115 metropolitan papers and national magazines.

"Imagine the task of passing a handbill to every man, woman and child in the United States. Imagine, then, covering the same territory again and repeating the process. Then cross into Canada and supply every man, woman and child there, and think of having several million bills left. This will give an idea of the number of Sparton ads printed in nine months. There were 278,000,000 of them.

"If these advertisements were all combined into one and that one were a single column wide, that single column would be so long that the Twentieth Century Limited would require more than four months to go from one end to the other. Further, if the papers and magazines containing Sparton radio ads during these nine months were stacked one on top of the other and placed on a street corner to sell, the stack would be over five hundred miles high.

"If a small town newspaper were to undertake to print these ads, one at a time, on a flat-bed press making 1200 impressions an hour, and worked eight hours a day—seven days a week—the task would be completed by the grandson of the man who started the job, more than seventy years later.

"The paper alone, occupied by these ads, weighed in the neighborhood of two million pounds, and an entire freight train would be required to carry it.

"There is nothing intangible about these figures. The publishing houses which received the Sparton advertising dollars handled these millions of tons of paper; printed these hundreds of millions impressions, and then distributed the Sparton ads to the readers.

"And these figures cover Sparton radio only."

The Kaufman-Leonard Co., Shelton, Wash., reports that it has secured good business for the new Victor Orthophonic Automatic instrument from restaurants in town.

An Invitation

To

MR. RADIO DEALER

MR. RADIO JOBBER

MR. RADIO DISTRIBUTOR

Radio Manufacturers' Association

invites all Dealers, Jobbers and Distributors to attend the Second Annual Radio Trade Show to be held in conjunction with the Fourth Annual R.M.A. Convention at the Hotel Stevens, Chicago, June 11-15th inclusive.

CHAIRMAN SHOW COMMITTEE,
RADIO MANUFACTURERS' ASSOCIATION

EXTRA! EXTRA!

The Second Annual R.M.A. Banquet, which was scheduled to be held at Rainbo Gardens, will be held at the Palmer House, State and Monroe Streets, Chicago.

RADIO MANUFACTURERS' ASSOCIATION TRADE SHOW

Under Direction of U. J. Herrmann and G. Clayton Irwin, Jr.
HOTEL STEVENS—CHICAGO



Columbia Phonograph Co. to Market Columbia Radio Receiver

Set Will Be Manufactured Through Special Arrangements With the Kolster Radio Corp. and Contain a Number of New Features—Will Be Introduced Next Season

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., has just announced that Columbia is going into radio. A new radio set, to be known as the "Columbia," will be ready for the market early next season. This set will be manufactured through special arrangement with the Kolster Radio Corp and is to contain a number of new features developed in the Columbia research laboratories. A choice of models is to be offered and a carefully worked out price range will be established.

The Columbia radio set, besides enabling Columbia dealers to offer the public a complete line of Columbia cabinet, portable and electric reproducing phonographs, radio-phonograph combinations and straight radio sets, is of especial interest as the history of Columbia products extends over a period of forty years, back to the days when dictating machines and phonographs were interchangeable, and it was customary to listen to the playing of a record by placing tubes in the ears, much in the manner of the present-day radio head set.

Kolster Radio Baseball Team Wins

Winners of Waverly League Championship Last Year Open Season With 9-4 Victory Over the Pittsburgh Nine

The Kolster Radio baseball team, champions of the Waverly League last year, opened this season with a 9-4 victory over the Pittsburgh



Kolster Team Opens Season With a Victory

Plate Glass nine, last year's champs in the Ironbound Industrial League in Newark, N. J. As soon as their schedule will permit they are ready to meet any teams for the championship of the radio industry. Big league ceremonies marked the opening of the season. The Kolster Radio Band of fifteen pieces played the national anthem while Old Glory was raised to the top of the staff.

Herbert A. Wiedoeft Dies in the West

Orchestra Leader and Brunswick Artist Passes Away as Result of Injuries Received in Automobile Accident

Herbert A. Wiedoeft, popular and widely known orchestra leader of Seattle and San Francisco, died a few days ago at Medford, Ore., from internal injuries which he received when his automobile skidded off the Medford-Klamath Falls Highway. Herb Wiedoeft, as he was more popularly called, was a Brunswick phonograph artist and from the numerous engagements that he had filled on the Pacific Coast his dance music was constantly demanded. For two recent engagements, covering a period of about two years, this noted orchestra leader was at the Hotel Butler in Seattle. Following this, on May 20, 1927, he opened the Trianon Ballroom where he played for a long engagement which did not end until March 31, 1928. Several weeks before the end of this

TYPE M RECORDING WAX

Developed for Electrical Recording. Works at 70° or Normal Room Temperature

F. W. MATTHEWS 126 Prospect Street E. ORANGE, N. J.

Trianon engagement, Mr. Wiedoeft was married in Medford, Ore., to Miss Esther Rineholdt, of Portland, and then he returned to Seattle with his bride to resume his engagement, at the conclusion of which he and his orchestra started south, filling a number of dates en route to a proposed stay at Ocean Park, near Los Angeles. While passing through Oregon, it was near the same town where he was married that he met his death.

Two of Herb's brothers, Adolf and Gay, are members of the Herb Wiedoeft orchestra, while Rudolph Wiedoeft, in New York, is said to be one of the world's best saxophone players.

Sells Panatropes to Many Movie Stars

C. R. Bowen, of the Fitzgerald Music Co., Los Angeles, Made Sales of Panatropes Exceeding \$10,000 Last Year

C. R. Bowen, of the Fitzgerald Music Co., Los Angeles, is a typically modern salesman. It is interesting to know that during the last



C. R. Bowen Demonstrating a Panatrope

year he has made over \$10,000 in Brunswick Panatrope sales alone. From all appearances he is going to exceed that figure this year. Mr. Bowen's clientele includes many of the famous movie stars. He recently sold a model P-R 148-C to May McAvoy, the beautiful star of the great Al Jolson Vitaphone success, "The Jazz Singer," shown in the accompanying photograph listening to the instrument.

Columbia Tram in Africa

In Durban, South Africa, is a city "tram" or street car, known as the "Columbia," from its extensive exterior advertising. Front, back and sides of this conveyance carry the Columbia message in brilliant blue, orange and silver. What's more, the car is a two-decker, so there are two side strips of advertising, one for each deck. Messrs. H. Polliak & Co., Columbia agents in Durban, report that the "Columbia Tram" provokes continuous interest, and is considered to be the most attractive vehicle in the city fleet.

In New Engagement

Leo Reisman and His Orchestra, exclusive Columbia record artists, who for ten seasons have played in the Egyptian room of the Hotel Brunswick, Boston, Mass., opens on the "Roof" of the Waldorf-Astoria Hotel, New York City, on Monday, June 11, for a Summer engagement. The orchestra returns to Boston in the Fall.



Look This NEW Service Instrument Over



Pattern No. 199

After you have seen the new Jewell Pattern No. 199 A.C. and D.C. Radio Set Analyzer, you will agree that it has desirable features not found in similar instruments now available—features that improve and increase its value in the servicing of radio sets and equipment.

It is entirely new—designed to meet the present up-to-date service demand, with additional features that anticipate future requirements.

Some of the features which mark it as distinctly advanced in design are: A new 5-prong plug arrangement, simple push button switches for making tests, provision for an accurate tube test, a new cathode voltage test,—all of which are distinct Jewell accomplishments and worthy contributions to the advancement of radio.

The two instruments, one an A.C. and the other a D.C., have the following ranges: 0-4-8-16-160 A. C. Volts and 0-7.5-75-300-600 D. C. Volts and 0-15-150 Milliamperes. All ranges are brought out to binding posts and special leads are provided for continuity tests. All D.C. voltage ranges have a resistance of 1000 ohms per volt.

The instrument case measures 9 1/2 x 11 1/2 x 3 3/8 inches and is covered with genuine Morocco leather. The complete set weighs 7 1/2 pounds and is equipped with a handy carrying handle. A new descriptive circular No. 2002 gives complete details of its special features. Write for a copy.

Jewell Electrical Instrument Co.
1650 Walnut Street, Chicago
"28 Years Making Good Instruments"

ANNOUNCING THE NEW FADA 10 A.C. ELECTRIC

Hard-boiled New York fell for it overnight—and how! Radio never saw such a welcome before. *Re-orders the third day.* With the new FADA 10 to sell, the 5000 Fada dealers are sitting on top of the world.

Here's why the FADA 10 won New York so quickly:

An A. C. Fada at \$110*—Single Dial—Uses 5 indirect heater A. C. tubes—seven tube total—Illuminated Station Finder, showing wave lengths—Volume control from full on smoothly down to a whisper—Single casing encompasses entire mechanism—Completely shielded—Improved circuit that minimizes A. C. hum—Exceptional long life of A. C. tubes—Adapted for either short or long antenna—Vernier for proper adjustment to length of antenna used—180 Volts on power tube—Operates efficiently on any rated 90 to 130 Volt A. C. line—Available in 25 or 60 cycle models—Unusually attractive cabinet.

On Exhibition at Chicago Trade Show, Hotel Stevens and at Fada Headquarters, French Room, Blackstone Hotel.

F. A. D. ANDREA, Inc., Long Island City, New York

*Slightly higher West of the Rockies

WITHOUT
TUBES

\$110



Talking Machine and Radio Men Nominate

Officers for New Season to Be Elected at June Meeting—Permanent Secretary to Be Employed—W. F. Scanlan Speaks

The May meeting of the Talking Machine and Radio Men, Inc., held at the Cafe Boulevard, New York City, on Wednesday, May 16, opened with a silent tribute to Cyrus L. Adler and George E. Brightson, prominent members of the phonograph-radio industry, who had died since the last meeting of the association. Resolutions were passed that expressions of sympathy be sent the families of the deceased.

The principal business of the meeting was the nominating of officers for the coming year. The following were named: President, Irwin Kurtz and Joseph H. Mayers; vice-president, Max Landay, C. Buckner and J. H. Mayers; radio jobbers' vice-president, Irving Sarnoff, E. B. Ingraham, Jack Weber, Maurice Landay and Mort Salzman; phonograph manufacturers and jobbers' vice-president, E. W. Guttenberger; New Jersey dealers' vice-president, Messrs. Spring and Hertz; Bronx dealers' vice-president, Joseph Tylkoff and D. Rosenbaum; Lower East Side dealers' vice-president, L. A. Titefsky; Lower West Side dealers' vice-president, M. Goldberg; Upper West Side dealers' vice-president, Moe Goldsmith and L. J. Rooney, and salesmen's representative, Messrs. Forster, Goldsmith, Cohen and Rooney.

The question of employing a paid secretary to attend to the needs of the organization and to give his entire time to the Association's welfare was discussed. Applicants for the position should write a letter stating their qualifications to Irwin Kurtz, president of the Association, and a committee composed of Joseph H. Mayers, E. W. Guttenberger and E. B. Ingraham will pass on the merits of the various applicants.

President Kurtz informed the meeting that a drive has been started by the Police Department to curb the practice of dealers playing radio receivers and phonographs at their store doors. Mr. Kurtz and Mr. Cunningham, of the legal staff of the Columbia Phonograph Co., have made a request for an interview with some official of the Police Department in order that the situation may be satisfactorily adjusted.

Dudley F. Cohen told of the plans for the RMA Trade Show special train and urged all dealers who plan attending the convention and show at Chicago to put in their application for accommodation immediately.

Warren F. Scanlan, of Stanley & Patterson, technical adviser of the Association, gave a brief talk on the subject, "Why We Have Service Problems." He stated that 90 per cent

of the service calls on AC receivers are due to incorrect installations. He advised dealers to check up on the voltage being received in a purchaser's home before a set is installed and raise or lower it to the proper level in order that a receiver might operate properly. The next meeting of the Talking Machine and Radio Men will be held on June 27, at the Cafe Boulevard, when officers will be elected.

Kellogg Advertising Via Billboard Route

Maker of Kellogg Radio Closes Deals for Billboard Space in Middle West and East—Important Aid to Dealers

The words "Kellogg A-C Radio" will be stamped upon the minds of thousands of people this Summer, for outdoor illuminated billboards and wall bulletins, placed where they will be viewed by the greatest number of people, will broadcast the Kellogg sales message to millions. The Kellogg Switchboard & Supply Co., Chicago, has contracted for billboard space in several large cities in the Middle West and the East. The contract covers a period of six months and specifies that the copy on the boards is to be changed every month. There will be a total of about fifty billboards and wall bulletins used during the campaign.

Dealers, whether they are located near the Kellogg boards or not, will benefit by this advertising because motorists from points throughout the country will see these posters. The Kellogg company has a special co-operative outdoor advertising plan for dealers in cities and towns where Kellogg billboards are not located.

New Schubert Album Issued by Columbia

The Columbia Phonograph Co., New York City, as part of its activities in the observance of the Schubert Centennial, is issuing each month a new Schubert Masterworks Album of records, the latest of which is the composer's Sonata in A Major, Opus 120, played by Myra Hess, the celebrated English pianist. The company's plan is to spread educational material evenly over a period of months, culminating in special features for November, the month of Schubert's death.

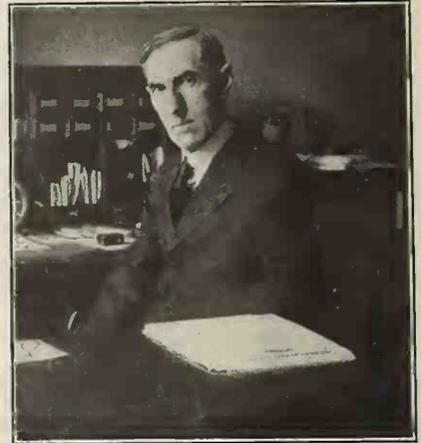
A special booklet describing the composition and containing a brief biography of Schubert and of Miss Hess, together with a full listing of the eighty-seven Masterworks albums, has been distributed to Columbia dealers for consumer distribution. This is in line with Columbia's exploitation plans on these records.

Trade Mourns Death of Cyrus L. Adler

Founder of Adler Manufacturing Co., Phonograph and Radio Manufacturer, Dies After Six Weeks' Illness

LOUISVILLE, Ky., June 4.—Cyrus L. Adler, former president of the Adler Manufacturing Co., of this city, died on Thursday afternoon, May 3, at St. Joseph's Infirmary. Mr. Adler had been in poor health for four or five months, and had gone to St. Joseph's some six weeks prior to his death to undergo an operation.

Mr. Adler was born in Rochelle, Ill., in 1865,



Cyrus L. Adler

and at an early age entered the lumber business. In 1903 he came to Louisville and organized a company to manufacture reed organs and pianos. Gifted with indomitable energy, a keen and analytical mind, a rare personality and the ability to make and hold stanch friends, the business prospered and the present Adler Manufacturing Co. is the outgrowth of his original venture. During the past ten years the Adler phonograph was added to the products manufactured. In recent years the company has been a large manufacturer of radio cabinets, manufacturing both for the makers of sets and for the retail trade.

Mr. Adler is survived by his widow, Mrs. Alice G. Adler; his daughter, Mary Helen, a senior at Vassar, and his son, John, a freshman at Yale. His loss is mourned by a wide circle of friends and associates and by his employees, who fairly idolized him. It is the ambition of his associates to maintain the same high ideals in the conduct of the business which characterized it during Mr. Adler's lifetime. N. P. Bloom, formerly secretary and general sales manager of the company, succeeds to the presidency.

Carl Bauer, music dealer of Brooklyn, N. Y., died suddenly on Friday, May 25.

No. 33



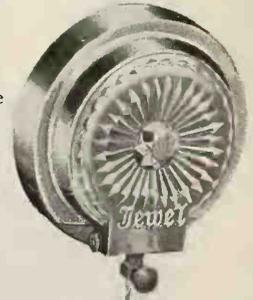
Gives complete control and range of tone and natural reproduction.

JEWEL REPRODUCERS



Solidity of tone and great volume with least surface or needle noise.

No. 40



JEWEL PHONOPARTS COMPANY

500 NORTH DEARBORN ST.

CHICAGO, ILLINOIS

The New **STANDARD PACKAGE**

Raytheon
Type B-H
The Standard
Replacement Tube
for
"B" Eliminators
List Price \$4.50

RAYTHEON
TYPE B-H
IONIZED HELIUM
for Longer Life
and Sustained
Voltage

**MILLIONS
IN USE
MILLIONS
TO BE
REPLACED**

Raytheon
LONG LIFE RECTIFYING TUBE

Raytheon
LONG LIFE
LONG LIFE RECTIFYING TUBE

How many will you Sell?

Raytheon
LONG LIFE RECTIFYING TUBE

Interesting Events of the Trade in Pictures



Left—An example of Mohawk delivery efficiency. Big, fast trucks such as the one illustrated bring Mohawk dealers and distributors together—another instance where "Service to the Customer" is the watchword

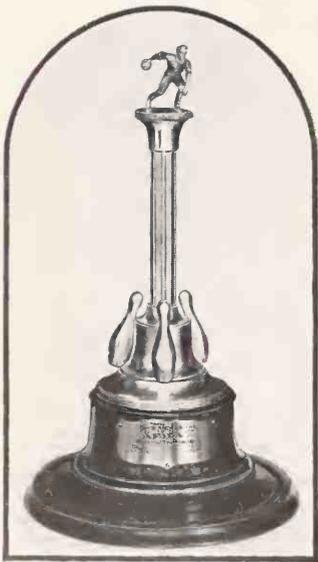


Above—The Geist Music Co., of Shamokin, Pa., had the attractive exhibit illustrated herewith at a local fair and secured a great amount of publicity and attention in addition to stimulating sales

Right—In the town of Eagle Pass on the banks of the Rio Grande the Riskind Furniture Co., Brunswick dealer, does a flourishing business. The establishment recently sold a Panatrop to the Central, leading hotel, so that residents and visitors can eat their Mexican food amid the strains of the latest Brunswick records



Above—Ernest R. Loveman, advertising manager of the Philadelphia Storage Battery Co., who is busily engaged planning the tremendous advertising campaign which will launch the new Philco radio



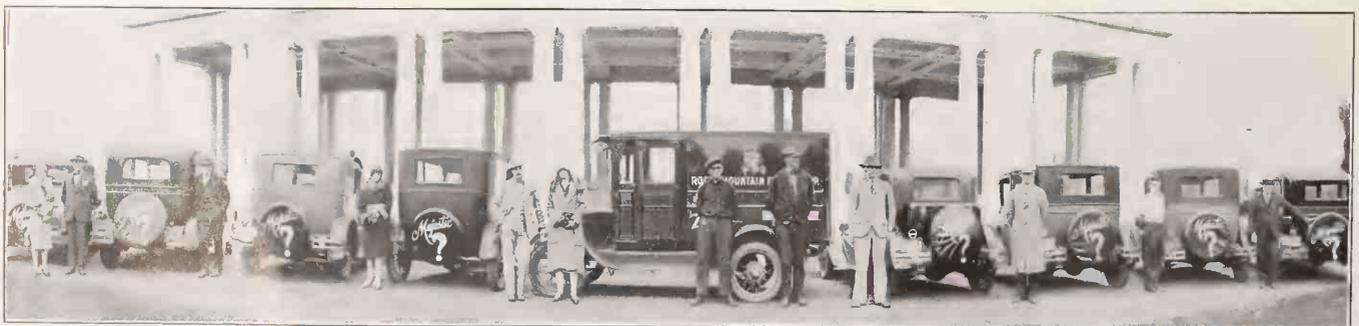
Above—Members of the F. A. D. Andrea organization spent many a merry night during the past winter competing in the Paula bowling league, and no wonder competition was so keen with the trophy illustrated above as the reward for the winners



Above—George Cugley, vice-president of the Buckeye Mfg. Co., of Springfield, O., prominent member of the radio industry



Above—Beauties, both of them. Note the rapt expression on the face of Dorothy Mackaill, featured artist of First National motion pictures, as she listens to music being reproduced by Radiola 30A



Above—The Rocky Mountain Radio Corp., Denver, Col., exclusive Majestic Distributor for Colorado, Wyoming and New Mexico, created a great amount of interest for Majestic products by a mystery advertising campaign. The tire cover on each of the salesmen's automobiles carried the name "Majestic" and a large question mark and people in all sections were speculating as to the meaning of the question. The members of the sales organization shown in the photograph are: Helen Edwards, Paul B. Latus, president; Frank W. Gray, Rose Van Strom, R. R. DeVille, Mrs. D. H. Edwards, Cecil Tate, A. D. Myers, F. S. Peecher, sales manager; W. M. Rubidge, F. J. Highberg and H. K. Humann

Panatrope Featured at Omaha Exposition

Noll Electric Co., Brunswick Wholesaler in Omaha Territory, Sponsors Interesting Exhibit at Better Homes Show

At the recent "Better Homes Exposition," held in Omaha, the Brunswick Panatrope was prominently displayed by the Noll Electric Co.,



Panatrope Display at Omaha Exposition

jobber of Brunswick products in that district. The Noll display was one of the smartest in the exposition, and in addition, this company supplied the music for the exposition with a P-3 model of the Panatrope, mounted on the balcony. A special girl was engaged to operate the instrument with an album of 150 records. In that way over 50,000 people heard the Panatrope during that week, and it is understood that the Noll Elec. Co. developed numerous prospects during the week of the exposition.

Market New Bodine Electric Turntable

Designed Especially for Use in Radio-Phonograph Combinations — Equipped With Single Phase Induction Motor

The Bodine Electric Co., 2256 West Ohio street, Chicago, Ill., announces the new Bodine Model RC10 electric turntable, which has been



New Electric Turntable

designed especially for use in radio-phonograph combinations. The Model RC10 unit is equipped with a single phase induction motor that has no commutator or brushes, and therefore cannot introduce interference in the loud speaker, usually caused by sparking at the brushes.

The modern trend to use an electric phonograph pick-up in conjunction with the amplifier in a radio receiver for electrical reproduction of phonograph records has created a demand for an electric turntable which will not create disturbances in the electrical circuit which operates not only the electric turntable, but also the radio amplifier and rectifier units.

The new Bodine Model RC10 electric turntable will be furnished to manufacturers of electric phonographs and also will be merchandised through the regular jobbing channels.

Fada Metropolitan Exhibit

The complete 1928-29 line of Fada Radio was placed on exhibition at the Hotel Astor, New York, during the week of May 21. The exhibit was staged by F. A. D. Andrea, Inc., in co-operation with Fada distributors in the

metropolitan district, Blackman Distributing Co., Steelman, Inc., and Triangle Radio Supply Co. A large attendance of Fada dealers was reported, with advance orders of very satisfactory volume. A dinner for the retail organizations of Fada Radio was given at the Astor on the evening of May 25.

Audak Co. Issues Fine House Organ

"Audak Ultra Rays" has made its bow to the trade. This interesting house organ, edited by Hart Lehman, advertising counsellor to Maximilian Weil, president of the Audak Co., New York, is published monthly in the interest of the music trade. Its contents are aptly described in the opening paragraph: "A little of this and a little of that . . . here a chuckle and there a bit of homely advice . . . a smile or two to lighten the day's routine . . . and we hope you'll like us."

Appointed Maryland Majestic Distributor

H. R. Eisenbrandt Sons, Inc., Will Cover Entire State of Maryland and Portions of Other States and Washington

H. E. Young, Eastern manager of the Grigsby-Grunow Co., manufacturer of the Majestic line of radio equipment, recently announced the appointment of H. R. Eisenbrandt Sons, Inc., 216 West Franklin street, Baltimore, Md., as a distributor of the Majestic line to cover the entire State of Maryland and portions of Delaware, Washington and Virginia. The Eisenbrandt organization is one of the best-known distributing organizations in its section of the country and is favorably regarded by music dealers, having formerly been a Victor wholesaler. Mr. Eisenbrandt and his entire sales organization recently made a trip to the Grigsby-Grunow plant in Chicago.

ART MODERNE

A GAIN looking ahead in trends of the fickle public taste regarding furniture, Watson town will introduce to the trade Radio Furniture designed in the Moderne Manner. The better shops are introducing the startling beauty of this new art in Furniture to the Public.

Visit our Trade Show Exhibit and see the beauty of this furniture. It will profit you, for the profits go to those who lead and not to those who follow.

A Surprise Awaits You

Booth 74 Demonstration Room 561

R.M.A. Trade Show

June 11-15 Stevens Hotel, Chicago

Watson town Table & Furniture Co.

Watson town, Pa.

National Carbon Co., Inc., to Enter Radio Receiving Set Field

Manufacturer of Eveready Batteries Will Produce AC and Battery Operated Sets—Will Be Offered to the Public in Fall Under Trade Name "Eveready"

The National Carbon Co., Inc., manufacturer of Eveready batteries, has announced a decision to enter the radio receiving set field with a line of both AC and battery operated sets, beginning with the Fall radio buying season. The announcement was made in the following statement signed by W. J. Knapp, president:

"The National Carbon Co. has decided to enter the radio receiving set field. Both AC batteryless receiving sets and battery operated sets will be marketed by this company under the trade name of Eveready. The decision to produce the sets has been arrived at as a result of considerable research and experimentation, as this company, with its great responsibility to the trade and the public, did not feel that it could conscientiously enter this new market until a receiving set of wholly desirable standards had been developed.

"We make this announcement at this time to dispel various rumors which are prevalent as we do not wish to contribute in any way to a situation which might be calculated to disturb the radio trade. Models of the sets will be offered to the public in the Fall. Details of the technical aspects of these receivers will be made public in a few weeks. It is but right to say that we have carefully considered every phase of the radio industry at this time, and believe that there is ample room for vol-

ume sales of both a strictly modern AC set and a battery operated set based on a power consumption principle which should mark an innovation in that side of the industry."

In addition to its leadership in the radio battery, flashlight and carbon products fields, the company is also a pioneer in broadcast entertainment, being the sponsor of the Eveready Hour, which is broadcast weekly over a national network. Its sales organization is said to be in contact with more than sixty thousand dealers and its intimate association with the jobbing and distribution systems of the country has resulted in a wide trade acceptance for its products. The company recently introduced a new anti-freeze preparation for automobiles.

Entrance of the National Carbon Co. into the radio receiver business brings into that field of radio activities an organization of sufficient scope in resources, sales personnel and administrative abilities to mark it as a factor of major importance. At the outset of the original boom in radio the company assumed leadership in the selling of radio A, B and C dry cell batteries. It developed the Layerbilt B battery, constructed in layers instead of cylindrical cells, and is now marketing two types of Layerbilts, one for heavy duty and one for light duty.

Demand for Portables Features Month in Cincinnati Trade Area

New Victor Portable 2-55 Proving a Sensation—Brunswick Symphony Recordings Featured at Biddle Shop—New Starr Electric Pick-up Gets Fine Reception

CINCINNATI, O., June 4.—Dealers in talking machines state that sales have been at a very good level the past four weeks. At this time all lines are moving in a satisfactory way and there is an exceptionally good demand for portable talking machines.

The latest sensation here in the talking machine line is the new 2-55 portable Victor, which is now being distributed in this territory by the Ohio Talking Machine Co. "It has an Orthophonic sound box and its reproduction is unexcelled," explained C. H. North, vice-president of the Ohio Co. "At present the demand for this instrument is greater than the supply, but we will have a larger stock soon."

At the Baldwin Victrola Shop it was reported by Miss Nan Tighe, manager, that the new Victor bookcase model has been moving in a fine way and that there is a splendid demand for portables at this time.

At the Biddle Brunswick Shop the Brunswick Symphony recordings are being featured and these are attracting a great many discriminating lovers of music.

"The demand for portables is very large and these instruments have become an important trade feature," said M. W. Fantle, head of the M. W. Fantle Co. E. J. Liebman, Fantle field man, who has just returned from a trip through central Ohio, reports that business is improving in all parts of his territory.

At the store of the Starr Piano Co. it was reported by G. E. Hunt, retail manager, that the new Starr Electric Pick-up talking machine has met with a fine reception. This is now offered in the Style 34 case, but other models will be put out from time to time. Charles J. Meinberg, local manager, has just returned from a visit to the Starr factories in Richmond.

At the Abbott Store, Seventh and Elm, it was reported that they have been having a fine demand for Radiola No. 18, and that the Pal and Artone portable instruments have been moving briskly.

E. B. Daulton, manager of the Cincinnati branch of the Brunswick-Balke-Collender Co., spent the past week in Louisville, looking after business affairs in general.

Dr. Stanley Marie, CeCo Chief Chemist

Addition to Organization of Providence Firm Widely Experienced

PROVIDENCE, R. I., June 1.—Ernest Kauer, chief engineer of the CeCo Mfg. Co., this city, announced the appointment of Dr. Stanley Marie as chief chemist of the CeCo organization. Dr. Marie has published about 100 technical papers. He has taught science and radio in Boston English High School, is a member of the American Chemical Society, American Association for Advancement of Science, American Society for Testing Materials and the American Electro Chemical Society. He also has had considerable experience as a radio amateur, his license being 11C and 10F.

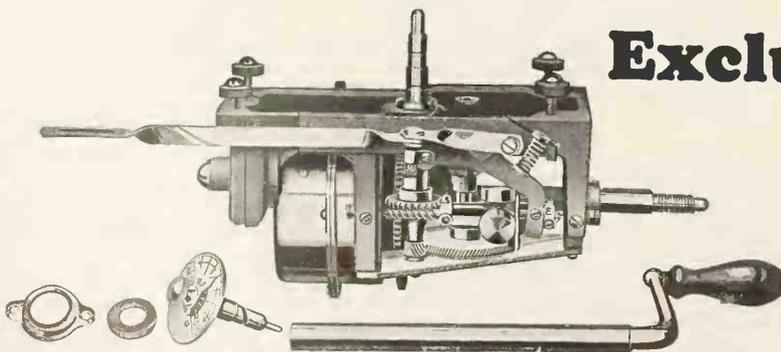
He was at one time chief chemist of the Acme Smelting Co., and consulting chemist for a good many organizations, among them being the U. S. Smelting & Refining Co., Columbia Lacquer & Paint Co., and others. Dr. Marie was educated at Wentworth Institute, Franklin Union, and Harvard, receiving his Ph.D.

Fada Plans for Show Week

In addition to the permanent Fada exhibit at 2619 South Michigan avenue, Chicago, Fada Radio is showing the complete line both at the Blackstone Hotel and the Hotel Stevens during the Radio Trade Show. The Fada receivers will be demonstrated at the Blackstone. A banquet to distributors and special jobber meetings are also planned by F. A. D. Andrea, Inc., for show week.

New Federal Products

BUFFALO, N. Y., June 4.—For the past month it has been rumored that the Federal Radio Corp., of this city, is preparing to announce an entirely new line which will be shown at the RMA trade show in Chicago next week.



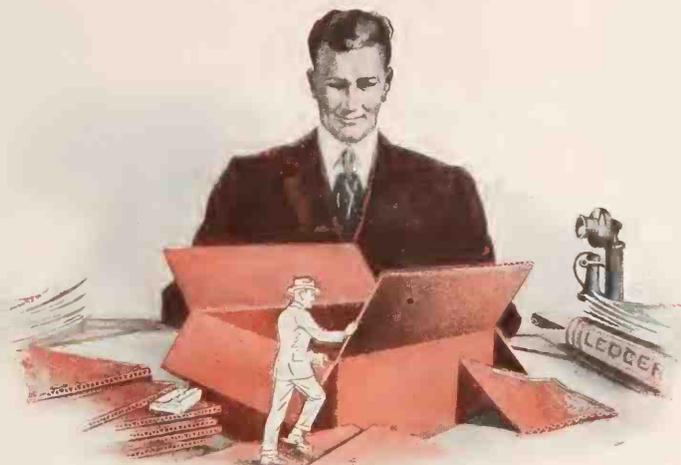
Ask for a copy of catalog illustrating and describing motors with 1, 2, 3 and 4 springs, playing 2 to 10 records with one winding.

Exclusive Features

which will increase the sales value of your phonographs are incorporated in the superior line of

KRASCO silent
MOTORS

Krasco Phonograph Motor Co.
Elkhart, Indiana, U. S. A.



Glad to Prove It!

IF you believe in saving all the money possible on packing and shipping costs, send for an H & D Package Engineer. He will gladly show you how to effect substantial economies in your packaging.

Fragile glassware, delicate instruments, electric motors, heavy paint cans, live baby chicks—these and hundreds of other products of all sizes, shapes and weights, have been packed in specially designed H & D Corrugated Fibre Shipping Boxes and shipped safely to the four corners of the nation—at a saving over previous methods.

An H & D Package Engineer will be glad to prove he can save you money—at no cost to you. Write now and secure real proof.

THE HINDE & DAUCH PAPER COMPANY
280 Decatur Street Sandusky, Ohio



Sixth Annual Crosley-Amrad Distributors' Convention Held

More Than 250 Delegates Representing the Entire United States and Canada Participate in Most Successful Gathering—New Receivers and Speaker Shown

With more than 250 present, delegates representing the entire United States and Canada, the Sixth Annual Distributors' Convention of



Powel Crosley, Jr.

the Crosley-Amrad radio corporations, held in Cincinnati, May 15 and 16, was the most successful in the history of either organization. Introduction of greatly improved new receiving sets and a remarkable new loud speaker featured the convention.

Enthusiasm among Crosley and Amrad distributors reached a high pitch, and the suggestion by Powel Crosley, Jr., president of the Crosley Radio Corp., and chairman of the board of the Amrad Corp., that business of both concerns this year would double that of last year, was enthusiastically received by the salesmen. Even before the convention adjourned, orders were placed for a large volume of business.

One of the outstanding features of the convention was an elaborate banquet and entertainment staged in the ballroom of the Hotel Gibson on the evening of May 15, when the principal guest of honor was Hon. Murray Seasongood, Mayor of Cincinnati. He highly complimented Mr. Crosley and his organization for the progress it has made in the radio world, and tendered the thanks of Cincinnati for the dignified, yet very forceful manner in which

the corporation is spreading the virtues of the Queen City to the world. This is being done principally through the two broadcasting stations operated from the Crosley factories. They are WLW and WSAI, the operation of which was recently acquired by Mr. Crosley.

Before leaving Cincinnati the visiting distributors and salesmen gave H. Curtiss Abbott, general sales manager, assurance that they will double their efforts in 1928, and will be greatly disappointed if they are not successful in increasing the volume of business 100 per cent.

Many pleasing features marked the convention. New receiving sets and a remarkable new loud speaker attracted the favorable attention of the visitors. Nothing, however, could have made a more lasting impression than a Jewel-box scene presented as the climax to a three-hour entertainment on Tuesday evening. The accompanying photograph tells the story.

The girls who represented the various hours, which are heard by radio users everywhere, were selected from the offices of the Crosley



The Climax of the Convention

Radio Corp. Just before the alluring maids thrust their pretty faces through the velvet curtain, silver balloons were popped to make way for the girls. The picture presented by the balloons was that of a string of pearls; then when the young ladies appeared the picture was a string of other jewels.

Distributor Flies to Attend Conclave

Fred E. Burrall and His District Managers Make a Quick Trip to Steinite Convention in Atchison, Kan.

One of the interesting highlights of the recent convention of distributors at the Steinite Radio Co. factories in Atchison, Kansas, April



Went to Conclave via Plane

30, May 1, was the flight from Green Bay, Wisconsin, to Atchison by Fred E. Burrall, president of the McIntyre-Burrall Co., Steinite distributor for Wisconsin and upper Michigan, and five of his district managers.

After attending the two-day conference at the Steinite factory, radio flying troupe determined to bring the first Steinite AC electric radio for 1929 to Green Bay by air. With one of the new table models as freight the party flew from Atchison to Green Bay in exactly four hours and forty-one minutes. Arriving at the Wisconsin city, Mr. Burrall presented the set to William Bubolz, a leading Steinite dealer in Green Bay.

The trip furnished a striking illustration of the progress in both aviation and radio. The spectacle of a jobber flying to a convention sponsored by a manufacturer and rushing back the new season's model to a dealer by the same route, all in three days, indicates the relatively high importance of radio in American life. The gentlemen shown in the above photograph from left to right are Lee H. Jelly, Oshkosh district sales; Walter Jessen, Madison district sales; Eddie Merritt, pilot of plane; Fred E. Burrall, president, McIntyre-Burrall Co., Edward P. Burrall, Wausau district sales, and Everett C. Jessen, Milwaukee district sales.

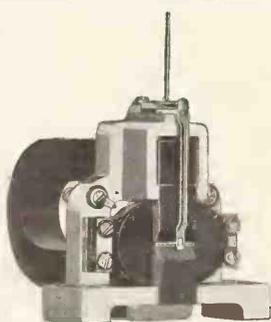
Fada Executive Sees Seasonal Slump End

The year 1928 may see the seasonal slump in radio forever eliminated from the consideration of manufacturers, according to R. M. Klein, general manager of F. A. D. Andrea, Inc., manufacturer of Fada Radio.

"In the early years of broadcasting March to September were the dog days," said Mr. Klein. "This seasonal slump held through 1925. Then in 1926 the falling off in sales occurred late in April with a correspondingly earlier pick-up in the Fall. Last year manufacturers were rushed until the middle of May. The slump broke in July with sales curves showing a healthy rise through the remainder of the Summer. This pointed to bright prospects for 1928 and these hopes are being realized. There has been scarcely a lapse this year, with an earlier start than ever in the history of the business. This year dealer orders were on the books as early as May."

Mr. Klein attributes this partly to the clearing up of broadcasting problems with consequently better twelve months' service on programs and the improved design of radio sets.

Nick Lucas, Brunswick recording artist, autographed records at the phonograph section of the Kansas City Power & Light Co. during a recent visit to Kansas City, Mo. The company tied up through displays and advertising.



B B L

The B. B. L. Motor

M'd Under Patent No. 1,667,531

This improved type motor has been designed by engineers of B. B. Laboratories Inc., and is widely recognized for its wonderful results in loud speaker work. The armature has a large cross section area 1/16"x5/8", therefore it handles power without saturation. It is short to reduce moment of inertia. Its width is ten times its thickness to reduce eddy current losses. The laminated pole pieces are cast integral with the frame, assuring permanent adjustment, and special testing methods insure the uniformity of the product.

Manufactured and Guaranteed by

BEST MANUFACTURING CO.

1200 GROVE STREET

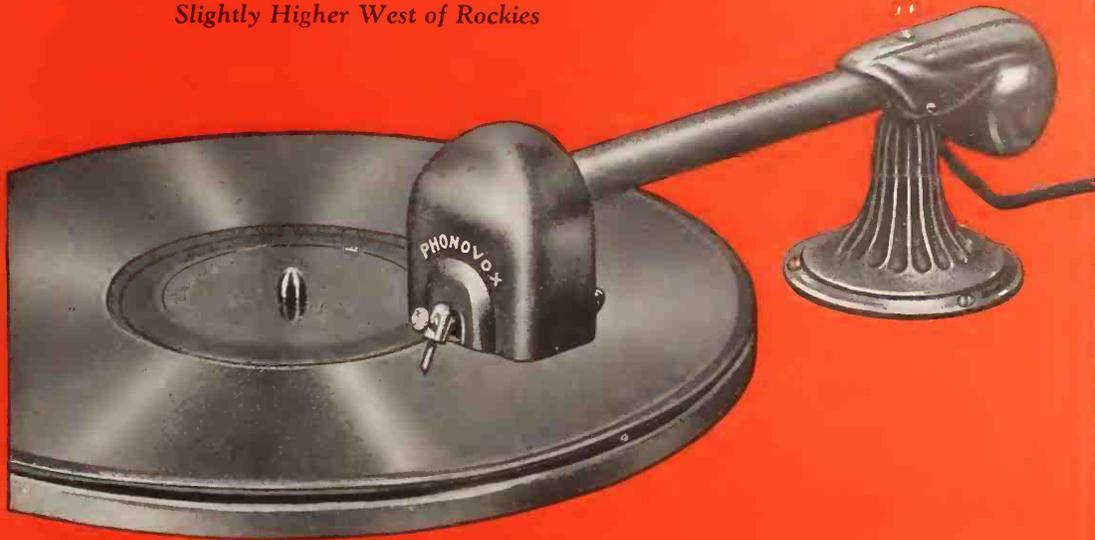
IRVINGTON, N. J.

See Us at Chicago Radio Show, Booth Number 14

Model No. 124 **\$13.50** De Luxe Model complete with Counter-balanced Tone Arm

Model No. 105-A **\$10.50** De Luxe Model without Tone Arm

Slightly Higher West of Rockies



—a year ahead in
Electric Pick-up design

The NEW "De Luxe" Models Patent PHONOVOX

THE Electric Pick-up

READ the 6 outstanding features at the right! Compare them with *any* other pick-up you know about! Each feature furnishes a real sales building talking point. Not until you have actually heard the reproduction of this newest Pacent creation can you realize how far superior is the performance of this "year in advance" electric pick-up.



Prove these statements to your complete satisfaction! Order a sample from your jobber and test it out in your own home—in your store! If he cannot supply you—write us and we will see that you receive one promptly.

PACENT ELECTRIC CO., INC.
91 SEVENTH AVE. NEW YORK CITY

Makers of the famous Pacent Radio Speaker
Manufacturing Licensee for Great Britain and Ireland
Igranic Electric Co., Ltd., Bedford, England

The
6

Outstanding Features of the
DE LUXE Models

Patent PHONOVOX
THE Electric Pick-up

1. The ONLY pick-up device designed for use with the fibre needle without loss of volume. Using fibre needle gives truer tones without the objectional needle scratch.
2. Permits changing from radio to electric phonograph reproduction without the necessity of removing the detector tube.
3. Gives complete coverage of the musical range due to the scientifically designed magnetic generator.
4. Counter-balanced tone arm provides correct weight at needle point for obtaining best reproduction.
5. Swinging Tone Arm Attachment on De Luxe Model 105A without Tone Arm, permits installation on phonographs with either left or right hand tone arms.
6. New design triangular needle holder takes either steel or fibre needle and assures proper angle of needle to the record.

List Price
\$13.50

Complete with Counter-Balanced Tone Arm, adapters for both A. C. and battery operated sets and volume control.

Canadian Victor Branch Managers Hold Convention in Montreal

Executives and Sales Staffs of Victor Talking Machine Co. and Associated "His Master's Voice" Companies Hold Three-Day Gathering at Mount Royal Hotel

MONTREAL, CANADA, May 23.—The Victor Talking Machine Co. and the associated "His Master's Voice" companies wound up the three-day convention of their branch managers and sales staff at a dinner tonight in the Mount Royal Hotel, which has been the headquarters for the conference since Monday. The speakers at the dinner were B. M. Berliner, president, and Col. H. J. Trihey, one of the directors.

Tours of inspection of the factory and new models and round-table discussions formed the order of the day on Monday. This was followed by an address by H. E. Walker, secretary-treasurer. In the evening a theatre party was held after dinner at the hotel. Yesterday morning discussions continued on the previous day's findings. Miss Mabel Rich, who was in charge of the educational department, addressed the large delegation at the hotel on "Educational Work in the Schools." The speaker threw much light on some of the puzzling problems concerned with musical education of the child, both at home and at school. J. H. Big-

gar, sales manager of western territories, and J. Dumouchel, manager of eastern territories, addressed the gathering at luncheon on "Sales Promotion" and "Orthophonics." Half an hour was set aside immediately after both addresses for the propounding and answering of questions and this proved one of the most instructive features of the convention.

J. W. Barnes, assistant sales manager, gave an address on "Radio Conditions," in which he outlined the company's radio policy and pointed out that everyone could face the future with a deep feeling of satisfaction so far as handling a set worthy of the name of Victor was concerned. He said that when the quality of the new receiver becomes generally known sales will automatically increase. Other talks were given by Edgar G. Hermann on "Advertising;" L. W. Jones, on "Dealer Advertising;" G. J. White, on "Service Repairs;" H. C. Darnall, on "Factory Production;" R. Weese on "Electrolas," and A. H. Joseph and Miss O'Brien on "The Record Situation."

Five Men Added to Jensen Sales Force

Four to Call on Jobbers, Other One to Call on Manufacturers—New Jobbers Appointed in Important Districts

Five appointments to the sales force of the Jensen Radio Mfg. Co.—Chicago, Ill., and Oakland, Cal., have been made by Thomas A. White, general sales manager. Four of the men have been assigned definite territory and will devote the greater part of their time to the jobbing trade, while the fifth will call on manufacturers.

J. W. Sands, with headquarters at Dayton, O., will contact the wholesale trade in Ohio, Michigan, Indiana, Kentucky and West Virginia. Mr. Sands was with the Magnavox Co.

at the same time Mr. White was with that organization. Prior to this recent appointment he was with the Splitdorf sales department.

The New York City territory, in addition to the States of Pennsylvania, Delaware, New Jersey, Maryland and Washington, D. C., has been assigned to James A. Kennedy, who will make his headquarters in New York.

L. R. Hadin, prior to his appointment, was associated with Jack D. Underhill, manufacturer's agent for the Fansteel Co. Mr. Hadin, with headquarters in Schenectady, will travel upper New York State and the entire New England States.

In the Northwest territory, consisting of Wisconsin, Minnesota, Iowa, Nebraska, North and South Dakota, W. V. Crowley will be the Jensen sales representative. Mr. Crowley will make his headquarters at Chicago, where he was formerly connected with Charles H. Freshman, Inc.

C. F. Crane, who up to the time he joined the Jensen organization was assistant sales manager of the Briggs & Stratton Co., Milwaukee, will call on manufacturers. Mr. Crane will also travel out of the Chicago office.

According to Mr. White, excellent progress is being made in the building up of the sales and production personnel. The Jensen company's activities will be centered and directed from the new factory and offices established in Chicago. Distributing connections in the jobbing trade are also being closed rapidly. Among those closed recently are K. W. Radio, New York; Wholesale Radio Equipment Co., New York and Newark; Lewis Radio, jobbers, Philadelphia; Detroit Electric Co., Detroit; Harry Alter Co., Chicago; and the Benwood-Linze Co., of St. Louis, Mo.

Sonora Dealer on the Air With Music

Troup Bros., of Harrisburg, Pa., Sponsor Daily Hour of Music Over Station WMBS—Wide Interest Developed

Troup Bros., Sonora dealers of Harrisburg, Pa., have instituted their own hour of broadcast entertainment over station WMBS of Harrisburg, and are on the air every evening from 6 to 7 o'clock Eastern Standard time. This broadcast has created great interest, and the results, say both Messrs. L. A. and A. C. Troup, are eminently satisfactory. The sales have increased and inquiries in the form of "fan mail" have been received from as far west as the Pacific Coast and as far south as Florida.

The entertainment is broadcast from radio studios which are located on the fifth floor of the Troup Building. Mr. Doyle, manager for the Sonora dealers, is in charge of announcements. Sonora phonographs are used in broadcasting. The Troup brothers own their own store, a modern six-story building, devoted exclusively to their musical merchandise. The fifth floor is devoted entirely to radio. Mr. Doyle says that the record and roll business has increased 600 per cent since the inauguration of the nightly broadcast program. The success of this business is indicative of what aggressive and progressive business methods can accomplish in the retail field.

Splitdorf Radios Shown at Conclave

Radio Line Included in Exhibit Held in Atlantic City

ATLANTIC CITY, N. J., June 1.—The Splitdorf-Bethlehem Electric Co., Newark, N. J., had an exhibit occupying 1140 square feet at the Convention of the National Electric Light Association, which was held in this city recently. Eight booths were necessary to house the exhibits of this company. The Splitdorf Radio Corp., a subsidiary company of the Splitdorf-Bethlehem Electrical Co., exhibited radio receivers in a variety of types ranging from the simple table models to fine art furniture models housing all-electric sets. "Beauty in Radio" was the theme of the exhibit and cabinets arranged to convey the idea were shown. The Splitdorf-Conetone was also exhibited.

Outing Portables in Favor

The New York Album & Card Co., New York City, which is now manufacturing the Outing portable phonograph, reports great interest manifested by the trade in the new line of this long known portable. Max Willinger, president of the company, has been engaged in the appointment of jobbers for the Outing and states that a number of distributors have already taken on the line.



For Talking Machines

It's only first-quality felt, properly and particularly made, that keeps on the job longer . . . that always proves most economical in the final test. You can look to American Felt Company's Felts for these "built-in" qualities—and get them!

For American Felt Company's Felts are made by an organization as particular as its most exacting customers—an organization backed by many years of sound experience in advising talking machine manufacturers . . . in recommending the grade of felt best suited to each requirement. Our customers profit by all this. *Write us for quotations.*

AMERICAN FELT COMPANY

211 Congress St., Boston

114 E. 13th St., New York City

325 So. Market Street, Chicago

O'Neil Speakers are licensed under the
LEKTOPHONE patents—Enough said

Announcing

the new line

of

The FAMOUS O'NEIL RADIO SPEAKERS

RED stripes on a peppermint stick make it look good to a youngster and he wants it. The New Line of O'NEIL RADIO SPEAKERS "looks good" because they are designed to appeal to the eye as well as the ear and to see them is to want them.

The New O'NEIL Super X unit, a conceded standard of comparison in speaker units, is an integral part of these speakers. This unit is a non-adjustable condensed type in which the vital parts are protected by a transparent shield from dirt, dust, or any foreign element, thus insuring the smooth operation of the speaker at all times. O'Neil speakers are "fool-proof" being permanently adjusted at the factory.

O'NEIL Speakers are completely **FACTORY BUILT** and **TESTED**. Their full, rich, natural and mellow tones proclaim them as quality instruments for use with the new electric or battery sets. They range in price from \$14.75 to \$69.50—an appeal to the pocketbook—and full appreciation of them means to **SEE, HEAR** and **EXAMINE** them.

Set and Cabinet Makers will be especially interested in the New O'NEIL Chassis Speaker which also has the new Super X Unit. It's made with or without a Baffle Box (10-in. x 10-in. x 6 3/4-in.). Special prices on request.

**DYNAMIC
SPEAKERS**
Ask for catalogue of
our complete line
AC-DC Dynamic
Speakers. The best
buy in radio.



On continuous demonstration at the R.M.A. Show, June 11-16, Booth 77-78 or Rooms 1604-5-6, Stevens Hotel, Chicago

O'NEIL MANUFACTURING CORPORATION

"The Famous O'Neil Radio Speaker"

West New York, New Jersey



Model L.S.19. Oval Full Rigged Ship. Bronze finish. 20-in. high. Super X unit. Illuminated by two colored lamps. List \$25.00



Model C. 105. Clock model. Walnut. 12-in. high. Super X unit. List \$30.00



Model DX.905. Equipped with our dynamic speaker equipped with standard dry disc Rectifier and powerful Transformer for operation from house current. No other apparatus required. List \$65.00



Model L.C. 501. Console Cabinet. Two-tone Walnut. Super X unit. 18 1/2 in. x 39 in. x 14 1/2 in. List \$69.50

Also

- THE O'NEIL LINE**
- D.99 Round 17-in. dia. Beautiful Mahogany List \$14.75
 - L.S.19 Full Rigged Ship 20-in. Bronze finish 25.00
 - C. 105 Walnut Clock 12-in 30.00
 - L.C. 501 Console Cabinet, two-tone Walnut 69.50
 - T.S.503 Console Table, two-tone Walnut 48.50
 - CX21 Chassis Speaker without Baffle Box 16.00
 - C.B. 18 Chassis Speaker with Baffle Box 18.00
- Also complete line of dynamic speakers

Lyon & Healy Bowlers Hold Annual Dinner

Close Most Successful Season — Every Department Is Represented on Teams Comprising the League

Closing its most successful season the Lyon & Healy bowling league recently met and dined in the Palmer House, Chicago. This annual affair has become the most popular party of the year and is attended by most of the men



Annual Dinner of Lyon & Healy Men's Bowling League at Palmer House

employees, and this year's dinner program is said to have set a record with a varied bill of local and professional talent. C. H. DeAcres, vice-president and general manager of Lyon & Healy, acted as toastmaster.

The Small Goods team composed of John Shea, captain; Roberts, Parks and Mahoney, were this year's champions in a twelve-team league. Sixty bowlers made up the teams with about sixty more available as substitutes. Every executive of the company bowls in the league as a regular, either on the executive team or on one of the other groups. M. A. Healy, chairman of the board of directors; R. E. Durham, president; C. H. DeAcres, vice-

president and general manager; H. H. Fleer, vice-president in charge of pianos; Walter P. Roche, vice-president in charge of wholesale; B. R. Jagor, treasurer; C. H. Anderson, secretary; all are regulars who never miss a Tuesday night match.

A fine spirit of sportsmanship prevails and every department of the business is represented, usually by the department manager himself as well as the other men. Interest is keen and competition is bitter between the teams as well as the individual bowlers.

A girls' league of twenty bowlers was formed three years ago, and they too have their regu-

lar schedule and prize list. Nothing could be better to foster a feeling of good fellowship in an organization, and Lyon & Healy gladly explains the features of its bowling organization to any other music house that might be interested in forming a league. A championship cup to the team and gold medals to the individuals are awarded the champions each year as well as many other prizes for teams and individuals of the organization.

William A. Semple, music dealer of Utica, N. Y., recently filed a petition in bankruptcy, listing liabilities of \$20,569 and assets of about \$20,000.

H. T. Griffith Is New Udell President

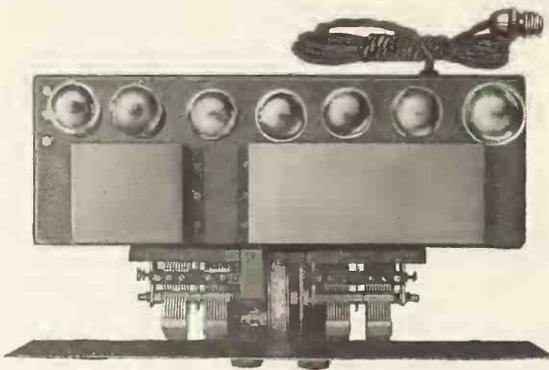
Popular Trade Executive Will Direct Sales and Advertising of Udell Works—Has Spent Many Years With Firm

INDIANAPOLIS, IND., June 4.—H. T. Griffith, known to his many friends in the trade as "Tom" Griffith, has been promoted to the presidency of the Udell Works, the prominent furniture and cabinet manufacturers of this city, with James E. Perry, prominent financier of Indianapolis, and president of the Indianapolis Baseball Club, as vice-president; Howard H. Phillips, another Udell veteran, as secretary and treasurer.

Mr. Griffith, who as head of the company will look after the sales and advertising, has been with the Udell Works since 1902, joining that organization as a boy. His rise through the ranks has been steady, due to persistent and capable effort, and for some years past he has been vice-president of the company. Howard H. Phillips, secretary and treasurer, has been with the Udell Works since 1895, and has given his particular attention to factory and production matters. These two gentlemen recently purchased the controlling stock interests of the company, from the executor and trustee of the estate of Albert A. Barnes, founder of the business, for an amount set at \$105,000. Mr. Perry, the latest addition to the executive staff, a capable executive, will look after the financial affairs of the company.

The Udell Works are bringing out a new line of products and will show an excellent assortment of radio cabinets at the Hotel Stevens, Chicago, during the Radio Trade Show, in Booth 142 and also in Room 552. In addition the company will show a minimum of forty new patterns at the Chicago Furniture Show at the American Furniture Mart, Chicago, which is scheduled to begin June 25.

Here's the latest from Buckingham



THE BUCKINGHAM CHASSIS

Extremely selective, with clear natural reproduction, free from regenerative noises or alternating current hum. Four gang condenser, single control, illuminated drum dial. All four stages completely shielded.

Easily installed in any type of cabinet

An A-C ELECTRIC CHASSIS

Scientifically Built—Low Priced

A new standard in high quality—a new level in low price. 99% of all parts that go into the Buckingham chassis are made in our own factory. That's why we are enabled to offer this astounding value.

Buckingham chassis offer you an unusual money making proposition—enables you to compete in price and quality with any other set on the market.

SEE BUCKINGHAM CHASSIS AND CABINETS
At the **RADIO TRADE SHOW**
Second Annual
Stevens Hotel—Chicago
Main Ballroom—Booth 71 Demonstrations—Room 547
JUNE 11th to 15th, Inclusive

BUCKINGHAM RADIO CORPORATION

440 West Superior Street., CHICAGO, ILL.

— the
big
news!

EDISON
RADIO

and Phonograph-Radio Combinations

Thomas A Edison

watch for the
Great
Announcement

THOMAS A. EDISON, INC., ORANGE, NEW JERSEY

TEMPLE

Announcing the New TEMPLE SPEAKERS



U. S. Pats. Pend.

Model 15 Air Column
NEW IN PERFORMANCE

The New Air Column

TRUE realism in speaker reproduction, for which Temple Air Columns are justly famous, has taken another step forward—Model 15 is ready. Another year of development has culminated in an offering that shows a marked improvement—from a performance standpoint, from a manufacturing standpoint and from a sales standpoint.

Temple Model 15 is the new improved and longer exponential air column—the same mathematically correct and properly designed type of speaker which made the name Temple famous. It is lighter in weight and smaller, yet at the same time the improvements in its tone are the most important of all. Advanced manufacturing facilities have made all these things possible and we find in this new model a tonal beauty, a natural reproduction of the actual broadcast, a response to all frequencies, and a handling capacity that is really a revelation in speaker construction—all with volume to spare.

From the standpoint of appearance Model 15 will impress everyone with its rich and pleasing beauty—truly a masterpiece of harmony in its artistic and dignified lines. Even the most critical will take their hats off to it. It is encased in genuine walnut with sides of the same color in beautifully grained leather effect.

Model 15 is even better than that—you'll have to hear and see it to appreciate it.

The New Air Chrome



U. S. Pats. Pend.
Licensed under Whitmore Inventions

Model 20 Air Chrome
NEW IN PRINCIPLE

ONCE again Temple steps to the center of the stage with a new offering to the radio industry—the new Model 20 Air Chrome Speaker. Its entry promises to be just as sensational as that of the famous Temple Air Column when it was first announced, and its bow to the public will receive the same enthusiastic approval.

Coupling as it does the latest and most advanced principles of reproducer design with an unequalled engineering and manufacturing experience this new model promises unheard of sales possibilities and will be in great demand especially among the class that is satisfied only with the finest in tone reproducers.

Model 20 is of the open radiator type with a large surface diaphragm. The balanced tension principle of its construction however, lifts it bodily out of the class of cone type speakers. In Air Chrome construction the larger, or front half of the diaphragm is tuned to the lower frequencies while the smaller, or back half is tuned to the higher frequencies. Each and every tone reproduced may be said to be individually distinctive, its frequency range is from lowest bass to the highest treble, all with a degree of naturalness that is as startling as it is pleasing.

Of refined beauty, its design adapts itself with harmony into the surroundings of the most fastidious—its genuine walnut frame together with the leather effect of its sides give it an eye appeal most pleasing, to say the least.

See the new Temple Speakers at the R.M.A. Show
Space 108—also in Room 457, Stevens Hotel.

TEMPLE, Inc.

1915 S. Western Ave., Chicago, U. S. A.

LEADERS IN SPEAKER DESIGN

Zenith's Ten Months Earnings, \$727,995.29

Annual Report of President Made at Stockholders' Meeting Shows Considerable Progress—Assets of \$2,144,161

E. F. McDonald, Jr., president of the Zenith Radio Corp., in his report to stockholders of the company at their annual meeting, held in the executive offices of the company on Tuesday, May 29, reported net earnings of \$727,995.29 for the ten months ending April 30, 1928. The change in the date of the fiscal year from June 30 to April 30 is the reason for the report covering only a period of ten months. Mr. McDonald's report was as follows:

"It is a pleasure to report to our stockholders that your company has made considerable progress during the past year. Zenith radio sets have had a far greater acceptance by the public than ever before. The prestige which our products enjoy, resulting as it does from our well-known policy of producing only the best radio that can be built, places us in a strong position in the industry.

"A preliminary showing of our new models and circuits at our wholesale distributors' convention in April resulted in a large volume of orders. Our new automatic tuning device, now being made under patents which we acquired during the past year, represents, in the opinion of your officers, the most important step forward in radio development since the all-electric set was made commercially feasible.

"During the past three months our production methods have been changed so that a larger manufacturing output may be achieved. Our laboratory engineers have designed systems and apparatus for inspection and testing which, we believe, go far beyond anything customary in the radio industry. Our production engineers have provided and built new machines peculiarly and specially desirable in the manufacture of Zenith radio. From these machines we expect still greater uniformity in our products.

"Because of existing contracts, and particularly because of the necessity of having our business year end with the radio season, your directors changed the date of our fiscal year from June 30 to April 30. Our auditors' report for the last fiscal year is, therefore, for ten months.

"After all charge-offs, depreciations, reserves, commissions, bonuses, royalties and all taxes, the net earnings of your company were \$727,995.29 for the ten months ending April 30, 1928.

"The balance sheet as prepared by our auditors at the end of our fiscal year, April 30, 1928, is as follows:

Assets		April 30, 1928
Cash	\$1,294,527.46
Receivables (Less Reserve)	100,813.85
Merchandise Inventory (Less Obsolete)	254,988.12
Equipment (Less Depreciation)	287,656.33
Miscellaneous	206,175.43
		\$2,144,161.19
Liabilities		
Accounts Payable	84,933.72
Notes Payable	264,839.39
Miscellaneous Accruals (Including Taxes)	
		\$349,773.11
Capital and Surplus (After Dividend Declared)	\$1,794,388.08

Latin America Is Big T. M. Importer

An analysis of the exports of talking machines and records for March (the latest compilation) indicates that South and Central American countries are becoming large buyers of these products made by manufacturers in the United States. The total figures in dollars amounted very closely to \$740,000 for the month. For instance, 1,957 talking machines, valued at \$88,536, and 136,289 records, valued at \$62,701, were exported to Colombia; Cuba comes next with 951 talking machines, valued at \$50,005, and 91,981 records, valued at \$42,466; Mexico

purchased 1,106 talking machines, valued at \$44,980, and 111,887 records, valued at \$54,990; Argentina 1,104 talking machines, valued at \$31,593, and 76,087 records, valued at \$54,032; Brazil made an equally good showing, ordering 570 talking machines, valued at \$31,511, and 73,137 records, valued at \$39,505; Venezuela bought 462 talking machines, valued at \$17,926, and 35,304 records, valued at \$15,291.

Other South and Central American countries which made a good showing in the importation of talking machines and records from the United States were Ecuador, Chile, Uruguay, Guatemala, Honduras, Salvador and Nicaragua.

Banquet to Honor Federal Executive

L. C. F. Horle, Vice-President of Federal Radio Corp., Honored at Banquet Sponsored by Plymouth Electric Co.

A banquet and meeting in honor of L. C. F. Horle, vice-president and chief engineer of the Federal Radio Corp., Buffalo, N. Y., was recently given at the Hotel Taft, New Haven, Conn., by the Plymouth Electric Co., wholesaler for Federal. More than eighty-five Federal retailers were guests. R. J. Mailhouse, president of the Plymouth Electric Co., acted as toastmaster and was followed by Mr. Horle, who outlined the progress of radio from 1905 to date. Earlier in the afternoon Mr. Horle gave a lecture to Yale students.

K. E. Reed, sales manager of the Federal Radio Corp., outlined 1928 possibilities and emphasized the necessity for retailers to concentrate on a fewer number of radio lines to obtain maximum results in developing a successful retail business.

Prizes were awarded to retailers who sold the greatest number of Federal sets since February 1. William Wakelee, of the DeLuxe Radio Parlor, Bridgeport, Conn., won first prize; second prize went to Louis Yudkin's Store, Danbury, Conn., and Morgan J. Bliss, of Heublein Radio Salon, Hartford, Conn., received third prize. A special prize was awarded to George T. Wurn, representative of the Plymouth Electric Co., for selling the greatest amount of Federal merchandise in the last three months.

American Light Co. Locates in Columbus

The American Light Co., Zanesville, O., distributor for the Zenith Radio Corp., will locate its radio warehouse and offices in Columbus, O., it has been announced following a meeting between A. J. Goldberg and F. H. Lee, of the Zanesville organization, and T. H. Endicott and Oscar H. Hulberg, of the Zenith Co. Mr. Lee, who is known as one of Columbus' radio pioneers, will have charge of the Columbus branch of the business.

It is understood that Zenith sets will be handled exclusively. The American Light Co. has been in business in Zanesville for 27 years, and has handled the Zenith radio for the past five years.

Granted Magnavox Patent

OAKLAND, CAL., June 5.—The Magnavox Co. recently announced that it had granted a license under Magnavox electro-dynamic loud speaker patents to the Utah Radio Products Co., of 1615 South Michigan avenue, Chicago, Ill.

Albert Brown is managing the business of J. M. Johannessen, music and radio dealer of Huntington, L. I., during his six weeks' visit to Norway. Mr. Brown is well known in Huntington and is experienced in the music field.

Announcing the Advanced

APEX
ALL-ELECTRIC
NEUTRODYNE



\$85
(Slightly higher west of Rockies)

SEE IT — HEAR IT
at the
Chicago Show, June 11-15

EIGHTEEN years of diligent manufacturing activities are back of the exceptional performance so apparent in the NEW APEX ALL-ELECTRIC NEUTRODYNE. This advanced set represents one of the greatest values in the RADIO field today—it means enormous sales and good profits for every dealer who is progressive enough to see the great possibilities of the APEX Receiver.

This genuine NEUTRODYNE has self-contained and highly-perfected power-pack. Employs six tubes, plus one rectifier. Only one tuning knob. Illuminated dial. Metal cabinet of attractive walnut finish. Greater distance and selectivity than many high-priced sets. Has a deep, mellow and natural tone. Easiest set to operate.

See the APEX exhibit at the Radio Manufacturers' Association Trade Show — Booth B-87 Grand Ballroom Stevens Hotel, Chicago, June 11th to 15th, inclusive.



APEX ELECTRIC MFG. CO.,
Division of United States Elec. Corp.
Dept. B, 1410 W. 59th St.,
Chicago.

Gentlemen:

I am interested in an APEX franchise and would like to receive complete details relative to same.

Name

Street

City

CROSLLEY

- New 6 Tube AC Electric **GEMBOX** \$65
- New 8 Tube AC Electric **SHOWBOX** \$80
- Improved 8 Tube AC Electric **JEWELBOX** \$95

Crosley present their crowning achievement in their history of successes... an engineering triumph in **QUALITY**... a production miracle in **PRICE**. Radio has never seen such value! Crosley radio maintains its leadership by always giving the public **MORE** for its money than it expects.
THE CROSLLEY RADIO
 Powel Crosley, Jr.

AC Electric JEWELBOX

The 8 tube Jewelbox, genuine Neutrodyne receiver is a completely self-contained AC set, built to operate on 60 or 25 and 40 cycles. Full 150 volts on the plates of the output tubes and another 171 tube added, push-pull, to double the undistorted volume. With it an entirely new

audio system, better than has heretofore been developed, which enables it with the new Type F Dynacone to produce a quality of tone unequalled even by receivers of the highest price. It incorporates the Acuminators, a feature designed for sharpness of tuning in weak, distant stations. Modern illuminated dial. The set uses three stages of radio frequency amplification, employing the 226 AC tubes. The detector is a 227 tube; the first stage of audio a 226 tube and the two output tubes are 171's, making in combination with the rectifier tube 280, 8 tubes. The rich brown cabinet, high-lighted with gold, makes it undoubtedly the most attractive radio set.

\$95



8 tubes

AC Electric GEMBOX

This is the first completely self-contained AC set; in fact, the first AC set of any type to be offered at such an astonishing price. It utilizes three 226 tubes, two stages of radio and the first stage of audio with the non-radiating, regenerative 227 detector tube. The output tube is the famous 171 power tube with approximately 135 volts on the plate. It utilizes a 280 rectifier tube, making a total of six vacuum tubes housed inside its beautiful, gold highlighted case. This set has a modern illuminated dial; its coils are shielded. It utilizes the famous, genuine Neutrodyne circuit in combination with the non-radiating, regenerative detector tube, which in itself is equivalent to one additional stage of radio amplification.

The Gembox is highly sensitive because of its non-radiating regeneration. Distant stations can be built up to tremendous volume. It is highly selective. It operates from 100 to 125 volts AC line current and is made in two types for either 60 cycles or 25 to 40 cycles.

The output circuit of this set supplies the necessary DC current to take care of the field of the type E Dynacone in addition to the AC output which actuates the armature in the Dynacone. Or it can be used in connection with the type D Musicone, giving very satisfactory results.

6 tubes



\$65

6 tubes

The Improved BANDBOX

\$55



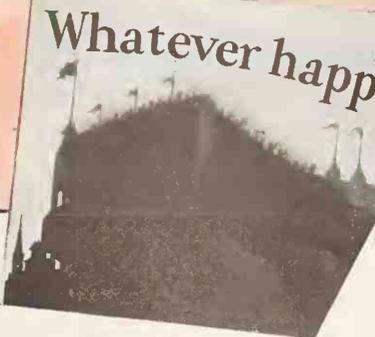
The Bandbox has already proven itself a bright star in radio history. Genuine Neutrodyne, completely shielded; Acuminator equipped for sharp tuning on distant stations; modern illuminated dial... such are the amazing features that have made this storage battery type receiver the finest of its kind. Improvements and refinements place it in an incontestable position in its field regardless of price.

FIVE FREE IN YOUR BAND



This 6 tube receiver operates entirely from dry batteries. It is for use where electric light current is not available and where it is inconvenient to remove and recharge storage batteries frequently. It now uses four 199 tubes with a 120 power output tube. Filaments are supplied with current from No. 6 dry cells and the economical plate supply is from dry B batteries. The circuit consists of two stages of radio amplification, a non-radiating, regenerative detector and

Whatever happens in 1928



...You're there with

1928-29 RADIO

- New **DYNACONE Dynamic Speaker** \$25
- Improved Battery Operated **BANDBOX** \$55
- Improved **BANDBOX JR.** \$35

Today, determined by laboratory and actual home installation comparisons, Crosley Radio on a dollar for dollar basis is superior in performance to any radio on the market. Now, Crosley makes it possible for any purchaser to know how a Crosley Radio will perform in his home before he buys.

CORPORATION, Cincinnati
President

**DAYS
TRIAL
OWN
HOME
BOX JR.**

6 tube
Dry Cell
receiver

two stages of audio. The additional stage of radio with its extra tube has been added, making the set more sensitive, bringing in distant stations with more volume and making the set easy to tune. It is recommended that the type D Musicone be used.

\$35



\$80

AC Electric SHOWBOX

A new, completely shielded genuine Nautrodyne self-contained receiver, incorporating a new completely shielded condenser. Modern illuminated dial and finished in the same brilliant golden highlighted brown as other models. This wonder set contains three stages of radio amplification with 226 tubes, detector 227, one 226 for the first stage of audio and two 171 power tubes, push-pull, for the output audio. This set as does the Jewelbox, utilizes full 180 volts on the plates of the output tubes. With the 280 rectifying tube the set contains 8 tubes. Think of it — an 8 tube set at \$80. This amazing set also uses the new Type F Dynacone.

bined with the incomparable audio frequency system of the receiver the tone performance is marvelous. The set operates on 60 cycles or 25 and 40 cycles. It must be seen and heard to be appreciated. And you wherever you are, may PROVE these statements yourself before you buy.

8 tubes



\$25

The new DYNACONE

A new dynamic speaker having field coil magnets. These fields energize by direct current, giving the improved performance that is expected from dynamic speakers. The Dynacone actually reproduces the fundamental tones down to 50 cycles with a superior curve of response over the entire range up to 7,000 cycles. The Dynacone is made in two types; Type E for sets having NO

output transformer and Type F for sets utilizing an output transformer. Dealers will see that you get the RIGHT type for your set. The Type F is particularly recommended for the Jewelbox and Showbox described in this ad.

As both of these sets, being push-pull, utilize an output transformer, two of the leads from the speaker go inside of the set to pin jacks, which supply the DC field current from the power unit, and the other two leads plug in on the regular manner and conduct the AC voltage, which actuates the armature and gives forth the sound. Price of the two models is identical.



\$15

The MUSICONE New Dynamic Speaker

Crosley Musicones became the world's fastest selling loud speaker several years ago when first introduced and have maintained that leadership ever since. Today this new model holds NO equal for value. Constantly improved, the Musicones have consistently given the world the full joy and pleasure of radio at low prices. The Musicone stands alone now, as ever, since its inception in the field of magnetic speakers — clear, resonant, powerful and pure of tone!

Montana, Wyoming, Colorado, New Mexico and West, prices slightly higher.

5 days free trial coupon

THE CROSLY RADIO CORPORATION,
Cincinnati, Ohio, Dept. 26

I want to know more about Crosley Radio. I want to take advantage of your offer to allow me a 5 day FREE trial in my own home. I cannot locate the nearest Crosley dealer so please arrange the home demonstration for me.

Send Set Write name of set in which interested here Send Literature
Check here Check here

Name

Address

a Crosley ”

Gotham Trade Views Zenith's New Models

North American Radio Corp. and Mackenzie Radio Corp., Metropolitan Jobbers, Exhibit at Hotel Pennsylvania

The Mackenzie Radio Corp., 1225 Broadway, and the North American Radio Corp., 1845 Broadway, New York City, metropolitan distributors for the Zenith Radio Corp., Chicago, Ill., manufacturer of the Zenith line of radio receivers, held a showing of the new Zenith radio receivers at the Pennsylvania Hotel, New York City, during the week of May 21 to 26, inclusive.

The distributing organizations occupied adjoining rooms and the full line-up of Zenith sets was on view in each. The exhibit sponsored by the North American Radio Corp., which was attended each day and night by D. F. Goldman, general manager, and his entire sales staff, also included the new line of Farrand speakers, including the dynamic models. The rooms occupied by the exhibit of the Mackenzie Radio Corp. were attended by M. W. Craddock, vice-president and general manager of the company, and the entire sales staff. T. H. Endicott, general sales manager of the Zenith Radio Corp., and William J. Gaynor, Eastern representative of the same company, were constantly in attendance.

All of the officials stated that the dealer attendance was most satisfactory. Mr. Gaynor stated that he found that the dealers not only attended, but placed orders for immediate delivery of receivers that were far beyond the expectations of the most optimistic. As the new models are now being shipped from the factory, dealers are delighted with the opportunity of being able to offer them to customers in time for the major broadcasting events which are scheduled for this season.

The new receivers shown at both companies' exhibits included model 33, table type, six-tube, AC operated; model 32 in lowboy cabinet, six-tube, battery operated; model 31, battery operated, six-tube table model; model 34, six-tube, AC operated receiver in lowboy cabinet with cone speaker; model 35, six-tube, AC operated set in highboy cabinet with cone speaker; model 35P, six-tube, AC operated set in highboy cabinet with dynamic speaker, and model 39, an eight-tube, AC receiver, loop-operated with dynamic speaker. The price range of the new line is from \$150 to \$450.

Moves to New Quarters

CLEVELAND, O., June 5.—The Cleveland Distributing Co., formerly the Cleveland Ignition Co., Atwater Kent distributor, has moved into new quarters at 5205 Euclid avenue. The new concern was organized on May 1.

Post & Lester Staff Visit Fada Factory

Branch Managers and Sales Representatives of New England Distributor Visit Plant of F. A. D. Andrea, Inc.

A group of sales representatives and branch managers of Post & Lester, well-known New England distributor, is shown herewith on a visit to the Long Island City factory of F. A. D. Andrea, Inc., manufacturer of Fada Radio. The visit was made to study the prod-



Post & Lester Staff at Fada Plant in Long Island City, N. Y.

uct and processes of manufacture of the Fada products. Post & Lester operate in eight New England cities and were recently appointed Fada distributors in that territory.

J. A. Fischer Co. Adds to Its Space

PHILADELPHIA, PA., June 4.—The J. A. Fischer Co., of this city, manufacturer of Valley Forge main springs and talking machine repair materials, has taken possession of the entire third floor of the building at 730 Market street in addition to the second floor which it has occupied since the formation of the company.

This acquisition adds 8,000 square feet and doubles the space formerly occupied. It will permit the enlargement of the executive and business offices. It will also make possible increased service to the trade through adding to the facilities of the order filling department. In addition to this space the J. A. Fischer Co. has repair parts stored in several warehouses in various parts of the city.

Increases Plant Facilities

BOSTON, MASS., June 4.—The Northern Maine Plywood Co., of this city, although only established for a comparatively short period of time, has already found the need of increasing production facilities. The capacity of the plant at Colton, Me., has been doubled in order to take care of the constantly increasing business of the company.

Keystone Radio Corp. Steinite Distributor

Will Cover Western Pennsylvania, Eastern Ohio and Northwestern Virginia in Interest of This Product

The Wm. R. McElroy Co., district sales representative for the Steinite Radio Co., Atchison, Kan., has announced the appointment of the Keystone Radio Corp., 640 Grand street, Pittsburgh, Pa., as exclusive distributor of the Steinite line of electric sets for western

Pennsylvania, eastern Ohio and northwestern West Virginia, effective May 17, 1928. The Keystone Radio Corp. has increased its sales organization to about ten salesmen and the service department employs men who are factory trained on service so that dealers may be taken care of promptly. Max Fischman, president of this concern, is one of the pioneers in radio merchandising and has a wide experience in the industry. This company does not sell at retail and its attractive wholesale showrooms are located in the jobbing section of the city, where parking facilities are available.

To Hold A. K. Banquet at the Uplifters Club

LOS ANGELES, CAL., May 31.—The magnificent club house of the Uplifters Club at Santa Monica has been secured by Ray Thomas, president of Ray Thomas, Inc., Atwater Kent distributor of this city, as the setting for the Atwater Kent banquet which will be tendered to the visiting delegates of the Western Music Trades Association Convention. The Uplifters Club grounds embrace 142 acres of natural wilderness and it is a spot of surpassing beauty. It has just been announced that the banquet will take the form of a barbecue supper, prepared and served in an outdoor dining space. There is an outdoor kitchen with huge spits for roasting en toto full grown steers, and an outdoor stage where a galaxy of stars will entertain.

Sherman, Clay & Co., San Francisco, held their annual picnic on May 27.

B E L L	BELL RECORDS	R E C O R D S
	Are Electrically Recorded—Guaranteeing the Best in Modern Recording	
	CLARITY — VOLUME — DURABILITY	
	Our Twenty Years' Experience Enables Us to Know the Requirements of the Successful Dealer	
	BARBER DISTRIBUTING CO., Inc.	
	Selling Agents 3 EAST 14th STREET NEW YORK CITY	
JOBBER! Write for Exclusive Territory	DEALERS! Write for Proposition	

SHOWERS

Approved Radio

FURNITURE

for CROSLLEY RADIO Receiving Sets



Powel Crosley, Jr., Approves!

"I am delighted with the new Showers radio cabinets and find they conform ideally, both acoustically and mechanically to the requirements of Crosley Radio."

POWEL CROSLLEY, JR.

This endorsement is made only after extremely critical consideration, Powel Crosley, Jr., is determined that the console and cabinets designed to house

Two leaders collaborate to create radio's greatest value

Crosley Radio and containing the new Crosley Dynacone match the super-value of the receivers and the remarkable new dynamic speaker as well.

Logically Crosley looked to the world's largest furniture manufacturer to produce such values. For in Showers Brothers Co.'s plant he finds production comparable to his own—modern "straight line" manufacturing organized along gigantic lines to produce individual units on the most economical basis.

Showers designers turned to this task with free hands. From Showers perfected kiln dried lumber solid permanent construction by the famous Showers laminated process is introduced. Lovely veneers were selected to form the delightful modern patterns which make fine furniture so attractive today. Inspired wood carvers added decorative motifs, and rare woods are combined to make these consoles exquisite gems.

Then mighty organization—skilled in mass production—applied its long experience to producing such beauty at prices the world will pronounce its greatest furniture values.

Now they are ready, . . . sturdy—beautiful—exquisite—at unmatched prices attained without skimping even one nail.

STUDY THE VALUE PICTURED IN THE CENTER OF THE PAGE

Standing 38 inches high, this console presents a lovely walnut surface so cut as to offer the exquisite grain of the wood to its fullest advantage. Decorated with genuine wood carvings and containing the new wonder toned Crosley Dynacone speaker. Price \$50. Behind it hangs a matching console mirror which Dealers show at \$11.00 and before it you catch a glimpse of a specially designed tuning bench which adds much to any room and can be bought for \$16.75.



Crosley dealers now show this carved walnut console equipped with the new Crosley dynamic DYNACONE and containing the new Crosley AC Electric GEMBOX receiver

\$115.

SHOWERS BROTHERS COMPANY
BLOOMINGTON, INDIANA

Description of Model C-1

Exquisite walnut veneers cut to show the full beauty of the grain matched and combined with rare zebra wood and moire walnut is decorated with genuine wood carvings. Fluted legs impart a delicacy to unusually sturdy construction. The hardware is solid brass. Full swinging doors open upon the radio control panel and the new amazing Crosley dynamic speaker—the Dynacone, with which the cabinet is equipped



Model C-1
\$84

Description of Model C-2

Fine walnut veneer has been matched to create a most beautiful combination of wood graining. Delicate carving has been added to complete a true work of art. The door falls down to form an arm rest when operating the radio controls and the speaker—the new Crosley Dynacone, is mounted gracefully underneath. Height of this console—42".

Description of Model C-4
Matched walnut veneer creates charming doors with overlaid decorations of curly maple veneer. Genuine wood carvings are high lighted and beautifully finished. Top opens and doors are full swinging type. Finished with solid brass hardware. New Crosley dynamic speaker built-in.



Model C-4
\$70



Model C-2
\$70

Five Day FREE TRIAL Offer
of Crosley Radio in Showers Cabinets
Showers Brothers Co.,
Bloomington, Ind. Dept. 26.
I should like to see this featured console Model C-3
FREE. Will you please arrange it? Also send me
literature I have checked.
Showers Brothers Fine Furniture for
Living, Dining, Bedroom, Kitchen
Showers Radio Cabinets
Celebrated Nurre Mirrors

Name

Address

Twin Cities Dealers Enthuse Over New Columbia-Kolster

Columbia Dealers in St. Paul and Minneapolis Happy Over Announcement of Paul Whiteman Signing With Columbia Co.—Portables Lead in Sales

ST. PAUL AND MINNEAPOLIS, June 5.—An animated crowd issuing from the Kern O'Neill Co. gave assurance that the new model Columbia-Kolster was something to write home about. The first sample arrived during the week of May 20 and has already aroused the greatest interest. The Northwest dealers who came to view the new machine stayed to express their enthusiasm over the addition of Paul Whiteman to Columbia artists. The new portable cannot be kept in stock so great is the demand.

Opens Phonograph Department

The Boston Music Co., of Duluth, which has been an exclusive piano dealer for some years, has re-entered the phonograph field and is handling Columbia only. The Murphy Music House, of St. Cloud, is featuring the Columbia-Kolster in some intensive advertising.

R. C. Coleman, manager of the radio division of the George C. Beckwith Co., Victor distributor, has just returned from the Crosley distributors' convention in Cincinnati, complete details of which appear elsewhere in this issue.

The Beckwith Co. is also anticipating the early shipment of the new line of Amrad electric receivers which is called the Symphony Series. This company was announced as exclusive Crosley distributor in Milwaukee. G. K. Purdy, manager of the Wisconsin territory, announces many new Crosley accounts. The Beckwith branch at Aberdeen, South Dakota, has been opened with George Metzger as manager.

The new Victor portable 2-55 is wonderfully popular, and the coin-operated Automatic Orthophonic continues to be a leading seller.

W. C. Hutchings a Visitor

W. C. Hutchings, assistant general sales manager of the Brunswick Co., was in Minneapolis May 20, calling on old friends and checking the year's business. May far exceeded April, with phonographs, records and the new portable all holding their own. A number of Brunswick artists are in the Twin Cities at present which considerably augments record sales.

The Belmont Corp., Sonora distributor, cele-

brated its first anniversary with a little circular to dealers offering some special values. The first year has been very satisfactory, and George Michel, president and sales manager, feels that the company has made many friends. He feels that Sonora is established and the policies of the firm approved by the trade.

Among the many excellent accounts opened are the Emporium, Peyer Music Co., Howard Farwell and Lehnert Piano Co., of St. Paul, and Dayton's, Donaldson, Cable Piano Company, Boutell Furniture and the New England Co. and Foster & Waldo, Minneapolis.

Majestic Radio a Sensation

The Majestic radio has created a sensation in the Northwest, and although substantial shipments have been received they were sent right out to the dealers. Up to the nineteenth of May the firm had signed fifty-two of the largest dealers in the territory, which includes Minnesota and North Dakota. Special displays were made from May 1 to 5, when the Roycraft Co., Majestic distributor, took an apartment on Oak Grove street to properly present the Majestic away from the noises of downtown. The most unreserved enthusiasm was expressed by all present, and letters continue to tell of the approval of dealers and public. Among the dealers signed are Foster & Waldo, of Minneapolis; Miles Music Co., Duluth; R. N. Cardoza, St. Paul, and Popular Music Co., Grand Forks. A display room has been opened at Fargo, North Dakota, with Rose Opie in charge.

M. L. McGinnis has moved his headquarters to a beautiful new store several doors from his former space at 34 South Eighth street. He has double frontage and the store runs back in the neighborhood of sixty feet.

Raytheon Interested in Television Tubes

CAMBRIDGE, MASS., June 1.—The Raytheon Mfg. Co., with its long and extensive experience in gaseous conduction and allied art, is following

the development of television technique with keen interest. Because of unexcelled laboratory facilities closely coupled with a factory devoted to the production of intricate tubes of all kinds, the organization is prepared to meet whatever demands may develop in the future for experimental television tubes.

Sol Bloom Protects American Interests

New York Representative Proves Ideal Selection as United States Representative at Copyright Conference in Rome

Representative Sol Bloom, of New York City, who has been acting for the United States at the International Copyright Conference in Rome, Italy, which is working for the drafting of a uniform copyright law, to be submitted for ratification to all the parliaments of the world, has proven an ideal man for the post because of his broad knowledge of the situation.

Mr. Bloom has been specially earnest in insisting that in placing under the protection of the copyright law any works hitherto considered public property in the United States, this protection and the payment of royalties that might result therefrom should in no case be made retroactive. This provision Mr. Bloom advocated in order to protect Americans, who make phonograph records, piano rolls and the like, and who would be hard hit if suddenly called upon to pay royalties on works which hitherto had been considered public property.

The American representative also differed with the European delegates on the question of broadcasting rights. Most of the Europeans considered that broadcasting did not constitute "public performance for profit," but Mr. Bloom went on record as opposed to this view, citing the fact that in the United States broadcasting companies are called upon to pay royalties on copyrighted works included in their programs. The object of the conference in Rome appears to be primarily for the purpose of drafting an International Copyright Bill to which the United States will subscribe, this country having refused in the past to join the International Copyright Union or to be bound by the agreements of that Union for the reason that a number of these agreements have been contrary to the provisions of the U. S. Copyright Law.

The bone of contention will probably be the question of recognizing "automatic copyright," which means that as soon as the author, writer or musician sets down his thoughts on paper they are automatically copyrighted without the necessity of further formality. It is believed that a compromise will be reached whereby although the principle of automatic copyright may be established it need not be binding on those countries that demand certain formalities before a copyright can be obtained.

Handle Operadio Speaker Sales Throughout Australia

The Operadio Manufacturing Co., manufacturer of bloc-type speakers and power amplifiers, has added another foreign representative to its list of distributors in the Eastern hemisphere. The New System Telephone Pty., Ltd., 280 Castlereagh street, Sydney, will handle the sales of Operadio speakers in Australia.

DeForest Increases Capital

The DeForest Radio Co., of Jersey City, N. J., has filed notice in Delaware of an increase in the capital stock of the company from 250,000 to 1,700,000 shares of no par value. It was recently announced that controlling interest in the DeForest Radio Co. has been acquired by W. H. Reynolds, president of the Reynolds Spring Co., Jackson, Mich.

IMPRESSIVE SIMPLICITY



in ASTON Design

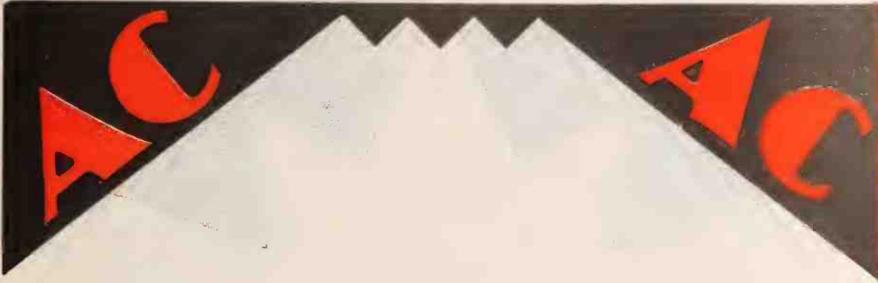
is nowhere better exemplified than in the cabinet shown here—5-Ply walnut throughout; face of matched butt walnut, 100% figure. Curly maple top border. Front doors inset with ornamental pulls. Interior grille polychromed.

Write for catalog, showing a pleasing variety of beautiful designs.

ASTON CABINET MANUFACTURERS

Distinctive originality in design of High Grade Radio Cabinets

1223-1229 W. LAKE ST., CHICAGO, ILL.



NEW MAGNAVOX DYNAMIC POWER SPEAKERS FOR EVERY SET

Seventeen years ago the first radio loud speaker was created. It was a Magnavox. It was a dynamic. Today the Magnavox Dynamic is in 400,000 homes, in the sets of America's fine radio manufacturers, in the stores of the country's best dealers.

Magnavox Dynamic "translates" the audio delivery of the power tube into a faithful reproduction over the full range of frequencies. It gives ample volume with studio realism.

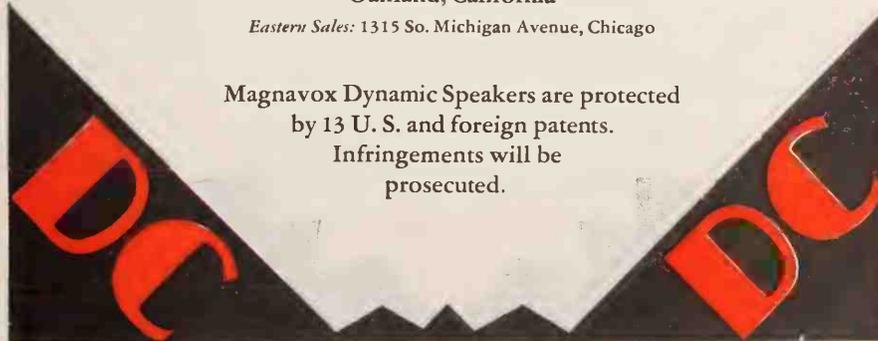
Write your name on margin of page below for speaker bulletins giving full information.

THE MAGNAVOX COMPANY

Oakland, California

Eastern Sales: 1315 So. Michigan Avenue, Chicago

Magnavox Dynamic Speakers are protected by 13 U. S. and foreign patents. Infringements will be prosecuted.



ARISTOCRAT MODEL

Beautiful burr burl walnut cabinet finished in two tones. It houses Dynamic 6, 7 or 80 unit. List prices:

With—
Dynamic 6, DC, \$70
Dynamic 7, DC, \$75
Dynamic 80, AC, \$85



BEVERLY MODEL

Gracefully proportioned cabinet finished in light mahogany.

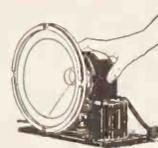
For AC Operation, \$70
A-Battery Operation \$55



CORDOVA MODEL

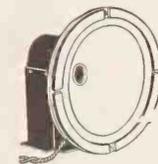
With dynamic 700 unit, 110 volt, 60 cycle AC. Combining rectifier and power amplifier. Takes place of last audio stage in set. Handsome walnut cabinet.

List \$175. Unit \$125



DYNAMIC 80

110 volts AC. Has power transformer and dry rectifier. The most popular unit of the new line. Designed to operate with AC. sets. Unit, list \$50.



DYNAMIC 6

6 volts DC. Field current consumption, .65 amperes. Operates from A battery.

Unit List Price, \$35

DYNAMIC 7

110 to 220 volts DC. Field current consumption, .45 to .90 milliamperes.

Unit, list \$40

See Magnavox Exhibit RMA Show Booth 111

Name American Prize Winners in Schubert Centennial Contest

Prize Awards in American Zone of International Schubert Contest for Orchestral Works Announced—Charles T. Haubiel Wins First Prize

The prize awards in the American zone of the International Schubert Contest for orchestral works in honor of the centennial of Franz Schubert were announced the latter part of last month. The first prize went to Charles Trowbridge Haubiel, assistant professor of music in New York University, who was awarded \$750 by the Columbia Phonograph Co., sponsor of the Schubert Centennial and Contest, for his work "Karma-Symphonic Variations."

Mr. Haubiel was born in 1894 and made his first public appearance in recital at the age of fourteen. In 1909 he went abroad to study piano under Rudolph Ganz and toured the United

States in recital upon his return to this country in 1919. He served as a lieutenant in the war, and upon his discharge resumed his studies under Lhevinne and others. For the past eight years he has been on the piano faculty of the Institute of Musical Art of New York City.

The second prize of \$250 was awarded to Louis Gruenberg, one of the leaders of the modernist movement and a founder of the League of Composers. The third prize, a certificate of honorable mention, was awarded to Frederick Stahlberg, for many years an associate of Victor Herbert. Mr. Gruenberg's composition was entitled "The Enchanted Isle" and Mr. Stahlberg's "Symphony in E Minor."

The jury making the awards consisted of Frank Damrosch, Rudolph Ganz, Henry Hadley, Ernest Hutcheson and Albert Stoessel.

In making the awards the American Jury issued the following statement: "The winners of the Schubert Centennial prizes have been selected, and their compositions now being en route to Vienna for the international finals, the American Jury believes that a brief statement on its findings will not be deemed superfluous.

"Seventy-nine works were received, of which twenty were found worthy of consideration for prizes. Of these two were symphonies, six symphonic works in one movement, two settings to poetic text, three overtures, and seven variations on Schubert themes, some utilizing the sketches for the Scherzo of the B Minor Symphony.

"The contest on the occasion of the Schubert Centennial sought original works for orchestra, characterized by strength of melodic line and by clarity. This essentially musical objective was the criterion in our deliberations, the results of which were unanimous.

"Accordingly first prize has been awarded to Charles Haubiel for his original score, 'Karma Symphonic Variations,' a work marked by talent, imagination and learning. This composition stresses the melodic line, and is constructed upon a melody for every instrument developed in polyphonic style.

"The second prize has been awarded to Louis Gruenberg for his original score, 'The Enchanted Isle—Symphonic Poem,' a work of romantic atmosphere, orchestrated with much ingenuity.

"The award of honorable mention has been made to Frederick Stahlberg for his Symphony in E Minor in one movement, a thorough work, excellent in thematic development, and marked by a fine grasp of the classical form.

"The jury deems it proper to add a generalization. The works submitted indicate, we believe, the progress of American composers in achieving a greater individuality of expression."

A few days following the announcement of the awards witnessed a luncheon given at the Bankers Club at which Mr. Haubiel and Mr. Stahlberg were present. Mr. Gruenberg was unable to attend, as he is in Vienna, where the finals in the contest will be heard. Otto Kahn, chairman of the Schubert Centennial Committee, presided over the luncheon and congratulated the winners, terming them representatives of "Young America." The speakers were introduced by H. C. Cox, president of the Columbia Phonograph Co., New York City. The luncheon was attended by members of the American zone jury, prominent musicians and newspapermen.

The contest started last September when the Columbia Phonograph Co., the sponsor of the Schubert Centennial, organized committees and juries in twenty-six countries. America was

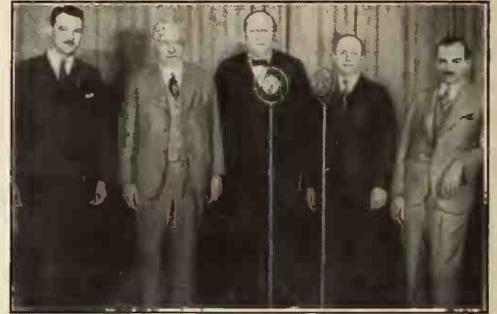
thus placed in rivalry with the musicians of the old world. More than 500 manuscripts were submitted in ten zones. The contest closed May 1, and the European zone juries are still in session. The world prize will be awarded in Vienna late in June, where the International Committee meets.

Atwater Kent Names Iowa Distributors

A. A. Schneiderhahn, of Des Moines and Sioux City, and Midwest-Timmermann Co., Dubuque, Cover Iowa State

PHILADELPHIA, PA., June 4.—The Atwater Kent Mfg. Co., has announced its distributing outlets in the State of Iowa. The distributors appointed for Iowa and parts of adjacent States are as follows:

The A. A. Schneiderhahn Co. has been appointed distributor at Des Moines, Ia., and approximately forty counties surrounding that city. The location of this new business is at 214 West Third street. The A. A. Schneiderhahn Co. is also distributor of Atwater Kent products at Sioux City, Ia., and the Sioux City



Studio of broadcasting station WHO at time of program broadcast by A. A. Schneiderhahn Co. Left to right—L. A. Pratt, district manager, Atwater Kent Mfg. Co.; Honorable John MacVicar, Mayor, Des Moines, Ia.; Governor John Hammill, of Iowa; Honorable Thomas B. Huff, Mayor, Sioux City, Ia.; A. A. Schneiderhahn, president, A. A. Schneiderhahn Co.

trade area, which includes the northwestern corner of the State, the southwestern corner of Minnesota, the southeastern corner of South Dakota, and the northeastern corner of Nebraska. The Schneiderhahn Co. will operate these companies at Des Moines and Sioux City, maintaining warehouses and independent organizations at each place.

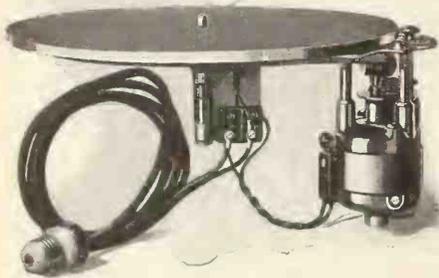
The Midwest-Timmermann Co., of Dubuque, which has for years been a distributor of the Atwater Kent Mfg. Co., has had its territory extended and has opened a branch at Davenport, Ia. G. J. Timmermann is managing director of the Midwest-Timmerman Co. operations, with headquarters at Dubuque. The Davenport operation is in charge of B. J. Kerper.

The L. P. Courshon Co. is distributor of Atwater Kent products at Mason City, Ia., serving the dealers in that area. L. P. Courshon is in charge. The Schneiderhahn Co., in announcing the establishment of the Des Moines branch of that company on Sunday evening, April 29, broadcast an unusual program over station WHO. Greetings were extended by His Excellency John Hammill, Governor of the State of Iowa, Mayor John MacVicar, of Des Moines, Ia., and Mayor Thomas B. Huff, of Sioux City. The American Legion Monahan Post Band rendered a concert in connection with this broadcast. Lyle A. Pratt, district general sales manager, and Earl Hatton, of the Atwater Kent Mfg. Co., Philadelphia, were present, representing Mr. Kent.

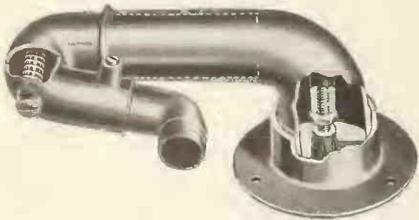
The many friends of Edward Wallerstein in metropolitan music circles are congratulating him on the arrival of a son and heir who took up his residence in the Wallerstein home the latter part of last month. Mr. Wallerstein is assistant to Edward R. Strauss, Eastern district sales manager of the Brunswick Co.

ARNOLD

Electric Phonograph Motors



The ARNOLD ELECTRIC motor DOES NOT BROADCAST. It is SILENT, operates at constant, uniform speed, with no fluctuation due to voltage variation. Requires no oil or attention. When motor is used with power pack .01 condenser across the line is recommended. Motor complete, including turntable and automatic stop—\$32.40.



Lakeside Pick-up Tone Arm

(Spring Counterbalanced)

A new Electric Pick-up Tone Arm, 3 1/2 inches high over all. Extra long elbow permits lengthening from 7 1/2 to 9 1/2 inches if desired. Half inch adjustment provided, enabling arm to be raised or lowered according to height of turntable.

Lakeside Supply Co.

73 W. Van Buren St.
CHICAGO, ILL.

Purposely Created!

Wrought Iron
Console Tables
and Benches

HERE IS BEAUTY • ECONOMY • DURABILITY



For Crosley Models 608, 704, 706

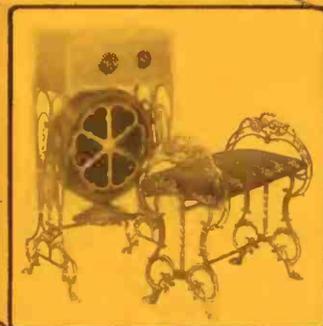


For R. C. A. Model 18

List Price for Combination
Console Table and Bench

\$25

For All Models Illustrated



For Atwater-Kent Models 37 and 38

Beauty, Economy and Durability is built into every "Art-Way" Console Table and Bench, each one an individual creation of Spanish design in antique gold polychrome finish. The same harmonious color scheme is carried out on Table and Bench. The Bench has an upholstered seat finished in beautiful Italian red or jade green figured jacquard.

Constantly Gaining Increased Sales

It is beyond question, that Wrought Iron Console Tables and Benches artistically designed the "Art-Way" for Radio purposes, lends a touch of beauty to the set and promotes increased sales. Every model is an individual creation, Spanish type design, beautifully finished in antique gold and polychrome.

Dealers and jobbers are deriving a nice profit and a quick turnover through its constantly increasing popularity and their ability to sell at a moderate price. You, too, are invited to get the details of our sales plan.

Meeting the Demand of Radio Users

Our Studios are creating Console Tables and Benches, accommodating sets for Majestic, Balkite, Philco, Freshman, etc. Watch for trade paper and mail announcements.

The Art Specialty Company is an organization consistently striving to develop new creations in beautiful Wrought Iron Furniture.

All Art Specialty Wrought Iron Furniture creations are individually designed and protected by patents.

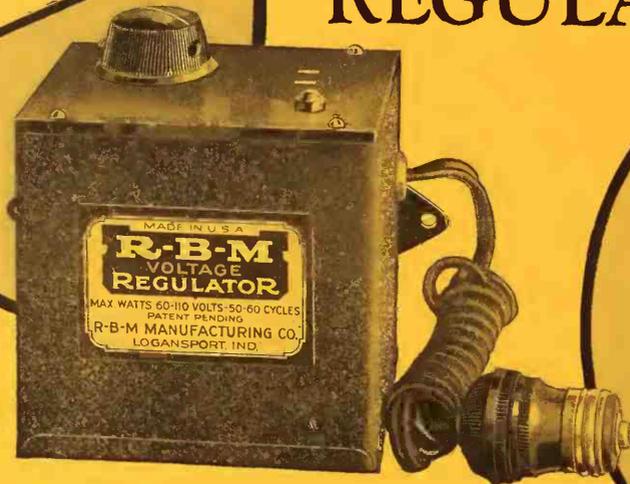
ART SPECIALTY COMPANY

CHICAGO, U. S. A.

Order from Local Distributor or Direct

Announced last month
NOW a fast selling accessory

R-B-M VOLTAGE REGULATOR



Protects
A.C. Tubes
From Burning Out
Controls both
HIGH
AND
LOW
Line Voltage
Fluctuations
!

List Price \$10.00

SLIGHTLY HIGHER WEST OF THE ROCKIES 25 CYCLE TYPE \$12.50

IN ORDER to obtain 100% results in the way of tone quality, volume, distance, and even more important than this, to get satisfactory life out of A.C. tubes, an R-B-M VOLTAGE REGULATOR is an absolute necessity on every A.C. set. This device is guaranteed to deliver the correct voltage to your set regardless of your line voltage, the make of your set, or the number of A.C. tubes that it uses. It is small, compact, beautifully finished, and attaches to your radio set in just a few seconds' time. It does not require the use of any tools or the connecting of any wires, other than plugging it into the light socket. No rheostats or voltmeters required with this device. It does not waste or consume any current, nor heat up.

How it works

The R-B-M VOLTAGE REGULATOR will deliver 110 volts to your A.C. set no matter whether your line voltage is 90 volts or 130 volts or at some point in between. By delivering the proper voltage at all times to your set, it will give you the maximum efficiency in the operation of your receiver since it will always burn your A.C. tubes at the voltage for which they were designed to give the best results. In districts where the line voltage is exceedingly high, it will prolong the life of your A.C. tubes to their rated number of hours. On the other hand, where the

line voltage runs as low as 90 volts, this device enables you to get all of the kick and volume out of your set because it will boost the voltage up to the right point for which the set was designed, viz.: 110 volts. Thus you never have to worry about ruined reception due to low voltage which is very common in many districts.

Sell it over the counter

Think what it means when one of your customers comes in with a burned out A.C. tube. Immediately you sell him this device right over the counter. Your customer can install it just as efficiently as you can. It does not require the use of a service man, voltmeter, or any tools to install it. Once set for the proper voltage there is nothing to get out of order. You not only make a profit on the sale of this device but it means satisfied customers and no more free service calls due to burned out A.C. tubes. The R-B-M VOLTAGE REGULATOR is fully covered by patent applications.

DEALERS: If your jobber cannot supply you with R-B-M VOLTAGE REGULATORS, write us direct.

MANUFACTURERS desiring to equip their sets with this voltage regulator will receive special attention.

R-B-M MANUFACTURING CO.

Logansport, Indiana

R-B-M Manufacturing Co., 73 Sixth Street,
Logansport, Indiana.
Send to me by return mail full details regarding
the new R-B-M Voltage Regulator. My Jobber is:
.....
(Jobber's Name)
Name
Address
City..... State.....



The new Medium Size Eveready Layerbilt "B" Battery No. 485. 3 1/4 inches thick. Price \$3.50.

The famous original Eveready Layerbilt "B" Battery No. 486. 4 7/16 inches thick. Price \$5.

These two batteries will "Layer-build" your trade

NOW that there are two Eveready Layerbilts, everybody except the portable-set fan can be sold an Eveready Layerbilt "B" Battery.

The famous Heavy Duty Eveready Layerbilt No. 486 is the longest-lasting Eveready ever built.

The new Medium Size Eveready Layerbilt No. 485 is a smaller battery, and hence costs less. It will be especially valuable to you in making sales to those who do not wish the large size. This battery lasts longer than the corresponding cylindrical cell battery of the same size, No. 772. It is, therefore, the most economical Eveready of its size.

The Eveready Layerbilt many months

ago demonstrated its remarkable effect on battery sales. Its long life means economy, convenience, satisfaction, and these things are business-builders for you. The unusually effective national advertising back of these batteries helps you sell them to people who have yet to learn by experience how superior they are.

Now that there are two Eveready Layerbilts, the benefits of the Eveready invention of the unique flat-cell battery can be used in full effect in practically every battery sale.

NATIONAL CARBON COMPANY, INC.
New York, N. Y.

Branches: ATLANTA, CHICAGO, KANSAS CITY,
LONG ISLAND CITY, SAN FRANCISCO

Unit of Union Carbide  and Carbon Corporation

EVEREADY

Radio Batteries

-they sell faster

When you visit the CHICAGO TRADE SHOW

*All dealers who attend the
Chicago Trade Show are
cordially invited to drop in
at Sonora Headquarters*

AS this publication goes to press it is too early to promise definitely that the working models of the new Sonora instruments can be heard at the time of the Chicago Trade Show. But at least enough information is now available to arouse more than a passing curiosity in the marvelous new things that Sonora is soon to announce. During the Chicago Show, officers of the Company will be present to unfold to interested dealers something of the new vista of profits which is ahead for them and for Sonora. Sonora's Chicago offices are located at 64 East Jackson Boulevard, Chicago.

Sonora
CLEAR AS A BELL



High-Grade Instruments in Demand in Pittsburgh Territory

Talking Machine Dealers Report That Higher-Priced Instruments Are Proving Best Sellers—Brunswick Panatrope Demonstrated at Church—A. K. Dealers Meet

PITTSBURGH, PA., June 4.—Talking machine dealers report that there is a satisfactory volume of business being handled. The type of talking machine and radio that is being sold at present is of the high-grade and higher-priced type. This is especially true of dealers who handle the Brunswick Panatrope, the new Orthophonic Victrola and the new Columbia Phonograph.

At St. Patrick's Church a few days ago Father Cox, one of the outstanding Roman Catholic priests of this city, arranged with the local offices of the Brunswick Co. to install a Brunswick Panatrope in the church for the purpose of affording worshippers an opportunity to hear the Vatican Choir, which is recorded on Brunswick records. The demonstration was a highly satisfactory one.

At a cooking school staged by the Pittsburgh Post Gazette in Soldiers' Memorial Hall for three days it was estimated that over 12,500 women attended. A feature of the school for the recreation periods during the three days was the splendid program by Victor records on the new Orthophonic Victrola installed through the courtesy of the Rudolph Wurlitzer Co.

The new music shop of McCausland's, at 425 Liberty avenue, takes the place of the former location at 330 Liberty avenue. The founder, Thomas E. McCausland, who died several months ago, left an estate valued well over \$100,000, of which the bulk went to the widow and the daughter. Mr. McCausland, in his will, directed that the business he established be carried on as long as the family wished. R. C. Collins is the manager. Atwater Kent, RCA, Crosley and Amrad receiving sets are handled.

The Peoples Saving & Trust Co., of Pittsburgh, has been appointed receiver for the S. Hamilton Co., music dealer at 815-817 Liberty avenue, Pittsburgh. The receiver is directed to continue the business for six months. W. H. McConnell and Warren H. Russell were named as appraisers.

Over 100 Atwater Kent dealers representing nine counties in central Pennsylvania, comprising district No. 4, held a convention at Harrisburg in the salesrooms of Knerr, Inc., wholesale distributor of Atwater Kent radio products in central Pennsylvania. C. G. Knerr, president of the firm, outlined the sales program for the ensuing year. G. R. Knerr, secretary of the firm, also addressed the dealers. C. W. F. Gelser, special representative; James Hickey, field manager, and A. C. Jordan, superintendent—all of the Atwater Kent organization—outlined the work of their departments. W. E. Humphries, of the Pooley Co., of Philadelphia; Sigmund Coleman, of the Red Lion Cabinet Co., presented in a pleasing manner what their organizations had to offer. Louis T. Ganster, Atwater Kent distributor in Reading, was present by special invitation.

Keystone Radio, Inc., of 640 Grant street, Pittsburgh, has been appointed exclusive wholesale distributor for the Steinie electric radio for western Pennsylvania, eastern Ohio and the northwest part of Virginia.

Gray & Martin, piano, talking machine and radio dealers in the Jenkins Arcade, this city, have installed the McMillan Radio. Daily demonstrations are being given.

An "Orchestrope," which was to be presented to some theatre here in connection with the recent motion picture ball, was awarded to the Kenyon Motion Picture Theatre on the Northside, Pittsburgh. This instrument, an automatic device for playing records continuously, changing and reversing them, without personal attention, was presented to F. H. Shontz, manager of the Kenyon Theatre, by N. E. Caldwell, district representative of the Capehart Automatic

Phonograph Corp., of Huntington, Ind. It was played continuously in Stria Syria Mosque at the movie ball in volume sufficient to fill the hall and received much favorable comment. The instrument is on display also at the C. C. Mellor Co., 604 Wood street, Pittsburgh. It was shown in operation in the show windows of the store and attracted much attention.

Burt Hengeveld, for a number of years sales manager for the S. Hamilton Co., has resigned and will become associated with a steel pipe manufacturing concern. Mr. Hengeveld is one of the best known men in the music trade in the Steel City.

Trade Activities in Buffalo Territory

BUFFALO, N. Y., June 6.—The King Electric Mfg. Co. has made a general assignment for the benefit of its creditors. The company produces radio parts and should not be confused with the King Mfg. Co. of this city, set manufacturer. The corporation estimates its liabilities at \$99,038, and its inventory at \$39,975. Daniel W. Keating, of Buffalo, was named assignee, with authority to continue the business for the benefit of the creditors.

The Medo Electric Corp. has added a complete stock of Columbia records to its new store at 18 East Chippewa street. It has in stock the complete German catalog of the Columbia Co. and many of its other specialties.

A recent bankrupt at Buffalo was the Delcetric Service, Inc., Kenmore, N. Y., radio dealers, who listed liabilities of \$15,751 and assets of \$5,152.

Another new Columbia shop here is that just opened by Deveso Bros., at 472 Elmwood avenue, in which they are featuring the entire Columbia line.

Schwegler Bros. have been attracting much attention with their advance Buffalo showing of the Orchestrope in their Ellicott street store. Later they will introduce the new instrument throughout their territory, which covers three western New York counties.

Splitdorf Manager Sees a New Trend

"Every indication points to a trend toward the dynamic speaker and the 250 tube during this season," declared Hal P. Shearer, general manager of Splitdorf Radio Corp., at a meeting recently before Midwestern jobbers. "In fact," said Mr. Shearer, "I may go so far as to say these are the outstanding developments of the season. The 'smart' manufacturer, realizing that the demand is going to be for receivers equipped with dynamic speakers and, at the same time, that there is a strong reason for the changes going on, is rapidly getting into line to meet the existing and future conditions. Likewise in the case of the 250 tube, there is going to be a marked leaning in that direction, too."

Atwater Kent Bulletin

The art of window dressing is the subject of a four-page bulletin recently produced by the Atwater Kent Mfg. Co., of Philadelphia. The Atwater Kent Co. has long stressed the value of attractive window displays and the recent bulletin is in furtherance of this campaign.

The BUCKEYE RADIO CABINET LINE for 1928-29 NOW READY



Model No. 30-A
(Table Model)

The Buckeye Mfg. Co., after completing last year's remarkably successful season now offers their new line for the new season.

The line consists of a wide range of models at a popular price to accommodate all standard radio sets.

Buckeye has been appointed authorized cabinet manufacturers for the Stewart-Warner line.

See the full line on display in Chicago at the R.M.A. Show—Booth 114

BUCKEYE MFG. CO.
Springfield Ohio

National Sales Representatives

STUDNER BROS., Inc.

New York - - - 67 W. 44th St.
Chicago - - - 26 W. Jackson Blvd.

Betterment of Employment Aids Music-Radio Trade in Detroit

Brisk Demand for Radio Receivers, Talking Machines and Records Enjoyed by Dealers—Sonora Portable Sales Good—Columbia-Kolster Model Wins Favor

DETROIT, MICH., June 5.—With increased employment, the opening of the resort and boat season, there has been a brisk demand for talking machines, radios and records during the past few weeks, and the various successful dealers with whom we have had contact lately have confirmed the report that their sales are showing a very satisfactory increase.

For the last days of May Detroit had personal appearances from two notable Columbia artists—Paul Whiteman appearing at one theatre and Van & Schenck at another house. Dealers of phonographs, especially Columbia dealers, took advantage of the event by advertising their latest record hits and making attractive window displays. Among the stores which took particular interest in their appearance were Fairview Music Shop, Schultz Music Shop, Cable Piano Company and Groves Music Shop.

The People's Outfitting Co., through its music and radio department, of which Mr. Reddaway is manager, continues to boost the Sonora portable as its leading portable phonograph. Mr. Reddaway reports very brisk sales on this particular instrument.

Visiting the wholesale Columbia branch the other day we found Manager Thomas Devine and his entire organization very enthusiastic over the new Columbia-Kolster combination, which retails at \$600. In fact, the branch has been besieged with dealers since the announcement that this model was on exhibition. Mr. Devine also reports a very active demand for the new Columbia portable No. 161, which retails at \$50.

Desnoyers Music House, at 122 East Michigan avenue, Jackson, Mich., after eighteen years

in the music business, is disposing of its stock and will retire from the field.

Matt Maycunas has opened a phonograph store at 9501 Cardoni avenue, and will specialize in Lithuanian domestic records, handling Columbia and Okel.

The Jury-Rowe Co., Jackson, Mich., through its manager of the music department, Charles F. Sternberg, has taken on the complete Columbia phonograph and record line.

Frank Maiques has engaged in the music business at 1401 First street, putting in a complete line of Spanish and Mexican records selected from the Columbia catalog.

R. J. Mueller, district manager for Columbia, accompanied by Thomas Devine, Columbia's branch manager in Detroit, recently completed a tour of the Michigan territory by automobile, visiting Lansing, Jackson, Port Huron, Flint and Bay City. Mr. Mueller was impressed with the industrial activity in these various cities and with the complimentary remarks he heard from the Columbia dealers.

Baltimore Columbia Stores in Co-operative Ad Drive

BALTIMORE, MD., June 5.—Columbia dealers in this territory profited greatly from the release during the past month of parts 7 and 8 of the "Two Black Crows." This latest Moran and Mack offering has had a wonderful sales record and is stimulating the sale of other products. Full-page advertisements were inserted in the Evening Sun, the Post and the Evening News and again in the Sun. This co-operative effort

on the part of dealers also featured the Columbia-Kolster, model 901, and the model 603.

The announcement that Paul Whiteman and His Orchestra would record exclusively for the Columbia catalog has caused much enthusiasm among Columbia dealers here, and they are anxiously awaiting the first releases by this famous aggregation.

Allen-Hough Markets Phono-Link Pick-up

Has Number of Distinctive Features—Is Light in Weight, Reducing Pressure on Records and Is Easily Attached

The Allen-Hough Mfg. Co. has recently been granted the exclusive marketing rights in the United States, and foreign countries, for the well-known Phono-Link electrical pick-up. This



Phono-Link Electrical Pick-up product has already gained widespread popularity, and under the aggressive Allen-Hough direction it promises to break all sales records for a new product introduced into this industry.

The Phono-Link has a number of distinctive features. It is very light, thus reducing the pressure and wear on records to an absolute minimum. It is instantly attached to any radio without removing tubes, and volume is controlled magnetically. The Phono-Link is adaptable to any radio, including sets using AC tubes, and the entire pick-up, complete with arm, cord and plug, retails at \$7.50.

Knerr, Inc., Named Atwater Kent Jobber

HARRISBURG, PA., June 4.—Knerr, Inc., has been appointed Atwater Kent distributor in the Harrisburg territory. This is a new organization recently formed. Its personnel is one that thoroughly understands the dealer's needs, for W. J. Knerr, vice-president, and G. R. Knerr, secretary, have successfully operated an exclusive Atwater Kent retail store in this city for some time. C. G. Knerr, president, is an experienced wholesaler, having retired from a particularly successful wholesale drug business.

Offices and warerooms have been opened at 1008 North Third street, and, in addition to the Atwater Kent line, Pooley and Red Lion cabinets and a line of accessories will be distributed.

C. E. Mfg. Co. Now the CeCo Mfg. Co.

PROVIDENCE, R. I., June 5.—The C. E. Mfg. Co., of this city, maker of CeCo tubes, has now become the CeCo Mfg. Co. This name change is in accord with the modern trend among national manufacturers where the name of the product has grown even more familiar than the corporate name of the firm. CeCo tubes are known from coast to coast and the inclusion of the name of the product in that of the manufacturing company is a decided asset.

The H. B. Hopkins Music Co., Aurora, Ill., recently filed a petition in bankruptcy with the Wurlitzer Co. listed as a creditor.

CADET SAXETTE
Monarchs of the Saxophone

1927-28-29

WALLY HUNT
MANAGER

Director
E. W. H. Galtberg

5105 North Tenth St.
Chicago

Estimate May 5th, 1928

Talk Back Company
4705 East 50th Street,
Los Angeles, Cal.

Gentlemen:

Will you please send us as soon as possible three dozen Talk Back Records.

We have been using your Talk Back outfit for several months and have found it very helpful in our rehearsals. We request our members on the Talk Back for the purpose of securing the information when we get a new arrangement or change the melody with the Talk Back and have said that the number of well rehearsed. The Talk Back has been most beneficial to us in deterring mistakes and perfecting our numbers.

We have just completed an eight months engagement with the Ketchikan-Sitka-Orangutan Circuit, and your Talk Back has been used constantly with gratifying results both in rehearsals and solo work.

Yours very truly,
Wally Hunt
Manager.

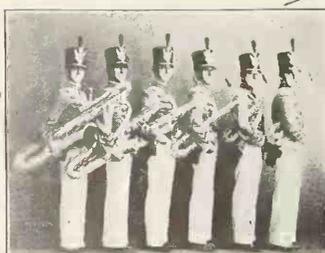
TALK-BACK RECORDS

Professional musicians find Talk-Back Records helpful in rehearsals.

Talk-Back Records can be made on portable phonographs.

Talk-Back Recording outfit is easily attached to your phonograph.

Dealers and jobbers—There has always been a demand for a personal recording outfit . . . The Talk-Back Outfit supplies this demand.



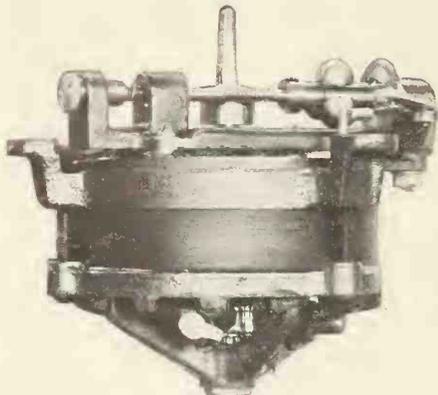
Talk-Back Recorder Company

4703 East 50th Street
LOS ANGELES, CALIFORNIA

Sonora One-to-One Electric Motor Is Placed on Market

Now Available for Delivery to Manufacturers and the Trade—Is Absolutely Quiet, and Speed Is Controlled to Maintain a Constant Rate—To Be Used in Sonora Line

The new Sonora One-to-One Electric Motor has been placed on the market and is available for delivery to manufacturers and the trade. Its features are most interesting to those interested in the electrical phonograph. Fully realizing the trend towards the completely electric phonograph and the need of a product



Sonora One-to-One Electric Motor

of the highest quality, the Sonora Phonograph Co., Inc., purchased all the rights and patents to the device selected as the most efficient. Sonora engineers have brought this motor to its present high state of perfection and are now entering production in large quantities. The motor will be used in the entire new Sonora line and other manufacturers have already adopted it as standard for their 1928 production.

With the high degree of improvement in the electric phonograph a motor must obviously be silent. Due to its constructional features the Sonora One-to-One is absolutely quiet. It produces no interference when working with electrical pick-up or in conjunction with audio frequency amplification.

One of the most interesting features of the motor is the method of controlling speed to maintain an absolutely constant rate. This is done in two ways, namely, by the standard three-ball governor and by the patented torque absorbing device which is instantaneously operative in cases of load variation or voltage fluctuation. The public to-day demands the highest of musical quality rendition and is quick to realize change in tempo which results from a non-constant speed motor.

The Sonora One-to-One is so designed that it requires lubrication but once a year. It is as foolproof and free from service problems as any motor can be.

The standard One-to-One is wound for 110 volts AC, 40 to 60 cycle. The same motor, by the addition of a simple external resistance, is, equally satisfactory for 220 volts AC, 40

to 60 cycle, and 110 or 220 volts DC. It requires but one-quarter ampere when running. The fact that its speed is so slow (70 to 80 rpm) eliminates entirely the possibility of commutator trouble. The motor is supplied with turntable, speed control parts, full non-set automatic stop and switch (which will work with any make of record) or with pre-set automatic stop. In production quantities any standard lacquer finish or plating is supplied. The motor and all the parts are made entirely at the new Acoustic Products Mfg. Co. plant at Stamford, Conn. The Sonora One-to-One Electric Motor is but one of the many Sonora products that will soon be announced.

H. C. Doyle Killed in Airplane Accident

Treasurer of Sleeper Radio & Mfg. Corp. Instantly Killed on May 25 When Plane Crashes Near Curtiss Field

The many friends of Herbert C. Doyle, treasurer of the Sleeper Radio & Mfg. Corp. in Long Island City, were shocked to learn of his accidental death on May 25 when his airplane crashed on a farm near Curtiss Field, New York. Mr. Doyle had started on a flying trip to Philadelphia after testing out his biplane earlier in the morning. At a height of 200 feet, in a strong wind, the plane slipped or dived straight to the ground, according to observers. Mr. Doyle was instantly killed and the plane completely wrecked and burned.

Herbert C. Doyle was a veteran pilot. He learned to fly in a plane of his own design in 1911, and during the war he was production manager of the Thomas Aircraft Co. at Ithaca, N. Y. He was thirty-five years old, born in Rochester, N. Y., the son of Michael Doyle, president of the International Pulp Co. He was married and resided at Jackson Heights, N. Y.

Gordon C. Sleeper, president of the company, stated that Mr. Doyle was an excellent aeronautical engineer as well as one of radio's best designing engineers, and much of his flying was done in connection with tests of aeronautical instruments manufactured by the Sleeper Corp.

Dutton & Sons Co. Elects New Officers

A. C. Barclay Succeeds W. M. Dutton as President—H. A. Lainson Now General Manager and Vice-President

HASTINGS, NEB., June 5.—W. M. Dutton & Sons Co., prominent radio distributor, announces the election of two new officers.

A. C. Barclay is now president, succeeding W. M. Dutton, who continues with the firm as chairman of the board. H. A. Lainson, formerly general manager, has been made vice-president and general manager; W. R. Snyder, formerly vice-president, continues as a member of the board of directors. George R. Dutton continues as secretary-treasurer.

The new president, A. C. Barclay, joined the firm three years ago, and his ability has become generally recognized. Mr. Lainson joined the organization eight years ago as manager of the hardware department, was advanced to sales manager, then to general manager, and now to vice-president and general manager.

W. M. Dutton, who has been active head of

the business for 42 years, explained that this change in officers would relieve him of much of the executive detail, and recognize the ability of younger men by advancing them to more responsibility. The general policy of the company will remain the same, and no further changes in the personnel of the organization are contemplated at the present time.

Business in all departments is reported as being very satisfactory, and the first four months of 1928 showed a 14 per cent increase over the same period of 1927. The present outlook indicates that this year's business should lead any previous year.

Radio Allied Mfrs. Corp. Organized

Is Consolidation of Two Largest Organizations in Cabinet Field, H. T. Roberts Co. and United Cabinet Mfrs. Corp.

A new company was formed in Chicago late in May, the Radio Allied Manufacturers Corp., a consolidation of two of the largest and oldest organizations in the radio furniture and cabinet



H. T. Roberts

fields, the H. T. Roberts Co. and the United Cabinet Manufacturers Corp., both of this city. Headquarters of the Radio Allied Manufacturers Corp. are at 1340 South Michigan avenue, where general offices and a display are maintained. The firm has for its products about sixty different models of radio cabinets and tables, representing the output of twelve factories with a price range of from \$35 upward, providing a complete selection of styles for the retail dealer.

W. C. Perkins, formerly president of the United Cabinet Manufacturers Corp., owing to the increased activity of the Utah Radio Products Co., in which he has held a semi-active interest for several years, will devote his entire attention to that company. H. T. Roberts, one of the most prominent figures in the radio cabinet field, and formerly president of the company which bore his name, is president of the Radio Allied Manufacturers Corp. M. M. Scribner, formerly of the United Cabinet organization, is vice-president and treasurer, and P. J. Schiltz, formerly of the Roberts Co., is secretary of this large and successful organization.

Kolster Receiver in Brazilian Jungles

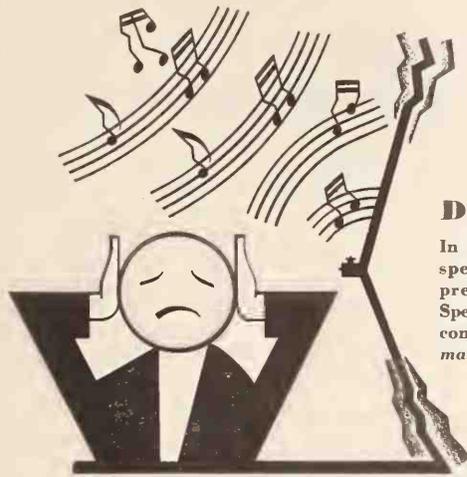
A Kolster receiving set is entertaining the members of the Dyott expedition in the Brazilian jungles of South America with music broadcast by North American stations, according to messages received by the Kolster Radio Corp., Newark, N. J. It is said that WJZ and WEAJ are being received with exceptionally good volume with only occasional interruptions from static.



Nickel in the Slot Electric Automatic Phonograph

Holds and plays 5 disc records automatically. You won't have to keep these instruments a lifetime before they pay for themselves at our price of only \$100 each. Can quote attractive prices in lots of 50 and 100.

ATLAS SALES CO.
Taylor Street Kaukauna, Wis.



Eliminate

DISTORTION

In free-edge or uncontrolled cone speakers, distortion cannot be prevented. Lektophone Licensed Speakers eliminate distortion. They control the edge... and control the market.

LEKTOPHONE

licensed speakers

are installed in the *more expensive* instruments sold by the three Leading Phonograph Companies of America.

LEKTOPHONE

licensed speakers

are built by the following manufacturers of Phonograph and Radio Products, licensed under the Lektophone patents in the United States:

- American Bosch Magneto Corporation
- Amplion Corporation of America
- Brandes Products Corporation
- Farrand Manufacturing Company
- Marcus C. Hopkins
- O'Neil Radio Corporation
- Pathe Phonograph & Radio Corporation
- Radio Corporation of America
- Radio Foundation, Incorporated
- Stromberg-Carlson Telephone Manufacturing Company
- J. S. Timmons, Incorporated
- United Radio Corporation
- Utah Radio Products Company

The merits of Lektophone construction . . . the controlled edge . . . are understood both here and abroad by responsible manufacturers, assemblers, jobbers and dealers.

LEKTOPHONE CORPORATION •
15 Exchange Place, Jersey City, New Jersey

Stewart-Warner Announces New 1928 Line of Radio Receivers

Series "800" Includes Both AC and Battery-Operated Models—Five New Consoles and a Portable Receiver Included—C. B. Smith, President, Comments on Line

The Stewart-Warner Speedometer Corp., Chicago, has announced its new 1928 line of radio receivers known as the Series "800," which includes both AC models and sets for use with batteries or power units, a compact portable, receivers with and without built-in reproducers, and with built-in socket antenna. Five new console models are included in the line, the cabinets, of period design, being made by the Buckeye Cabinet Co., Springfield, O. The battery-operated receivers are for installation where alternating current is not available, and although identical in appearance and tuning characteristics with the AC models, the circuit diagram is designed expressly for battery opera-

tion. The battery operated sets are also supplied in console models with built-in reproducers.

C. B. Smith, president of the Stewart-Warner Speedometer Corp., in commenting on the new "800" line, stated:

"In offering our new '800' series our message to the public and to the trade is that Stewart-Warner engineers have accomplished a real achievement. They have produced a radio receiving set and a reproducer, the combined qualities of which now make possible a fidelity of sound recreation which means realism in radio reception. Stewart-Warner dealers are now provided with a line that enables them to offer their patrons outstanding values in today's radio production.

"In designing and perfecting these sets we have taken full advantage of all the experience we have acquired since the production of our first radio receiver. Incorporated in them are the best features of previous models together with new proved advancements developed by our engineering staff. The production of this series has not been a rush job in any sense. We took all the time needed for the initial reception, laboratory development and final standardization for quality production. In this '800' series there is a simplicity of construction and a corresponding simplicity and efficiency of operation that should win for it the good will of the radio trade and a ready acceptance on the part of the radio public."



"Here's the best aerial to use with that set you've bought"

Just connect it to your set and plug into the nearest light socket. This little device uses absolutely no current, requires no lightning arrester, and cuts static down to almost zero. You will get the same perfect reception as you've just listened to here—because we always demonstrate with the Dubilier Light Socket Aerial. Expensive? No, sir! Only \$1.50."

More dealers than you can count are showing off their receivers to best advantage with this unique aerial, and then selling them at good profit with every set. Others are including the Dubilier Light Socket Aerial in the purchase price of equipped sets as an added inducement. Have you tried out either of these plans? If you're not equipped to collect on this nationally advertised aerial, phone your jobber today for a trial supply. Packed individually in attractive counter display cartons of ten. They are available through any good radio distributor.

Dubilier Condenser Corp.

4377 Bronx Blvd.

New York

Dubilier
LIGHT-SOCKET AERIAL

Issues Powerizer Pamphlet for Owners

Radio Receptor Co. Prepares Interesting Booklet Describing New Powerizer Designed for Number of Sets

The Radio Receptor Co., Inc., New York City, manufacturer of Powerizer, power amplifiers and complete power supply units, has prepared an interesting pamphlet directed specifically to owners of Radiola 812 (semi-portable), Radiola Super VIII, Radiola 24 panel, Radiola 26 panel, Radiola 20 sets and panels, Radiola 26 portable, Victrola combination 7-1 (Alhambra-1), Victrola combination 7-30, Victrola combination 7-3, Brunswick BR-260 and any receiver using up to four UX 222 tubes.

The pamphlet describes the new Powerizer designed for the aforementioned sets. The names are set forth on the cover or first page so that the purchaser can rapidly identify the model needed to provide power amplified all electric operation for his set. Ludwig Arnson, sales manager of the Radio Receptor Co., is inaugurating a strong campaign on all models for the coming season.

Grebe Donates Scholarships

A. H. Grebe, president of A. H. Grebe & Co., Inc., New York, radio manufacturer, is altruistically contributing to the advancement of radio in general. In conjunction with the Radiomarine Corp. of America, Mr. Grebe has donated several scholarships at the Radio Institute of America to students selected by the Veteran Wireless Operators' Association.

Alex. Nyman Goes Abroad

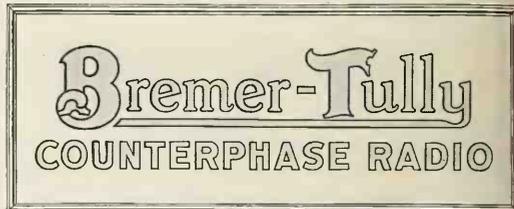
Alexander Nyman, for the past five years a consulting engineer of the Dubilier Condenser Corp., New York, has sailed for Europe in

order to combine a well-earned vacation and a study of European radio conditions and technical developments. He will spend some time with the British and the German Dubilier organizations abroad for an exchange of production and technical ideas.

Bremer-Tully Prepares Sales Aids

Metal Sign for Indoor or Outdoor Display Furnished to Dealers and Distributors—Booklet on New Model 6-40 AC

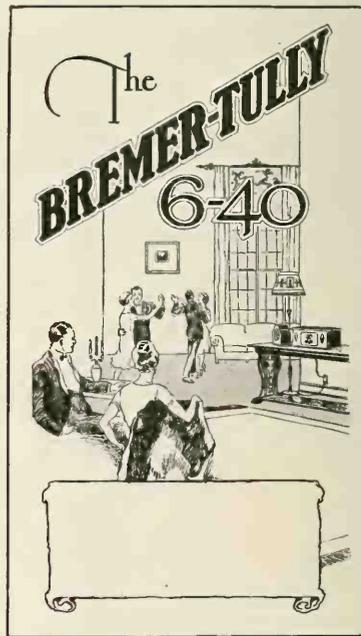
CHICAGO, ILL., June 5.—The Bremer-Tully Mfg. Co., of this city, manufacturer of Counterphase radio receivers, is furnishing all dealers and distributors of Bremer-Tully products with a



New Bremer-Tully Dealer's Sign

metal sign which is illustrated herewith. Red letters outlined in black on a canary yellow background make the sign a most attractive and effective advertisement for indoor or outdoor use. The sign measures 20" by 50", and is being used quite extensively by Bremer-Tully distributors on their delivery trucks.

Another piece of sales promotional matter



Bremer-Tully Circular

recently prepared and distributed by the Bremer-Tully organization consists of an attractive circular featuring the new Model 6-40 AC electric receiver that has just been placed on the market. It is printed in black and two tones of orange, and is sent free of charge to all B-T dealers upon application to the company headquarters.

Use Columbia-Kolster

At a recent meeting of the National Academy of Sciences held in the National Research Building in Washington, D. C., a Columbia-Kolster electric reproducing phonograph was used to illustrate different phases of pitch and resonance. The instrument was supplied by Gus Louis, Columbia dealer, of Washington.

The Universal Musical String Co., New York City, has filed a petition in bankruptcy.

Announcing
—a new and novel line
of
Red Lion Cabinets
for
ATWATER KENT RADIOS

In keeping with the progress of radio in general, and of cabinets in particular, we are offering a new, attractive and decidedly novel line of Red Lion Cabinets for Atwater Kent Radios. These models will be in addition to the ever-popular Red Lion Desk Models—to which have been added several new features of unusual utility.

You are cordially invited to attend the first showing of these new Red Lion Models at the R. M. A. Trade Show—Chicago, June 11-17

RED LION CABINET COMPANY. RED LION, PA.
Makers of the famous Red Lion Furniture



Cleveland Distributing Co. Is Formed to Distribute A. K. Line

Cleveland Ignition Co. Forms New Company to Handle Radio End of Its Business—Talking Machine Co. Moving to Larger Quarters—Portables in Big Demand

CLEVELAND, O., June 6.—Dealers who are getting out after business are selling sets. Both distributors and dealers express themselves as pleased over the business done throughout the season and anticipate a nice volume during the Summer months. Portable phonographs are moving very well and are being featured by all dealers. Larger machines of the combination type are also selling. Records and sheet music, especially the classical numbers, sold briskly, which can be laid to the recent visit of the Metropolitan Opera Company.

The Cleveland Ignition Co., which has been

distributor for the Atwater Kent line of radio for a number of years past, has formed a new company known as the Cleveland Distributing Co., to handle the radio end of the business. The Cleveland Distributing Co. has taken quarters at 5205 Euclid avenue, and it is occupying both the first and second floors of the building. R. H. Becktol is general manager of the company, and the entire personnel of the radio division of the Cleveland Ignition Co. has been taken over by the new company.

The Talking Machine Co., Victor distributor, is preparing to move into larger quarters. The

new 2-55 Victor portable is arousing much interest in the trade and a large volume of orders are being received for it. A very attractive stand has been designed for use with it by Howard Shartel, president of the Cleveland Talking Machine Co., and which is adding much to its popularity. The new Victor Orthophonic model 835 is now being shipped out to dealers, who are much enthused over its sales possibilities on account of its many attractive features. A new Victor account that was opened this month is Antonia Mervar, a successful dealer located at 6921 St. Clair avenue.

Miss Madeline Davies, of the Victor Red Seal Promotional Department, was in Cleveland May 19th and addressed a meeting of Victor record sales people. The affair was held at the Hotel Statler.

D. Meier, senior member of the firm of L. Meir & Son, well known music dealer of Cleveland, accompanied by Mrs. Meier, is making a motor tour of the South, and stopped off at Louisville to see the Derby.

The Aeme Electric Mfg. Co. is preparing to install a number of new production devices and automatic labor saving machinery to produce their new line of radio items for the coming season.

The committee representing the Ohio Music Merchants' Association and consisting of Robert E. Taylor, chairman; Rexford C. Hyre and A. L. Maresh, who paid a visit to New York manufacturers for the purpose of getting them to exhibit their products at the Ohio Music Merchants' Convention, which is to be held in Toledo in September, reported on their return that they had been very successful in their efforts, and that the prospect for a large number of exhibits looks very promising.

The Euclid Music Co. has been featuring the new Columbia record, parts seven and eight of the "Two Black Crows." Large crowds have been congregating in front of the store to hear it through the loud speaker, and many of the records have been sold.

Expects Record Sales of Dubilier Products

George E. Palmer, General Sales Manager of Dubilier Condenser Corp., Is Most Optimistic Over Future Outlook

George E. Palmer, general sales manager of the Dubilier Condenser Corp., New York, is exceedingly optimistic over the future. Mr. Palmer has been identified with several highly successful radio merchandising campaigns in the past, including Daven products and more recently with the Dubilier Corp. Mr. Palmer stated:

"Last year the Dubilier organization did more business than in any previous year of its existence. Even the record year of 1924 was surpassed by a comfortable margin of one-third. I attribute our success to the established merit of our product, our engineering service and our sales policy. The recent reorganization of our company has resulted in a material reduction of overhead, and we are now in a position to offer the same high quality condensers at lower prices than last year. This factor is bound to react in our favor by way of more business."

Herbert H. Chun Joins Arcturus Sales Staff

The latest addition to the sales force of the Arcturus Radio Co., manufacturer of AC tubes, is Herbert H. Chun. Mr. Chun spent four years at the Armour Institute of Technology at Chicago, holds a degree in electrical engineering, and was associated with the Premier Electric Co. as development engineer previous to joining the Arcturus organization. He was born in Hawaii, of Chinese parents.

The New Abox

A. C. CONVERTER

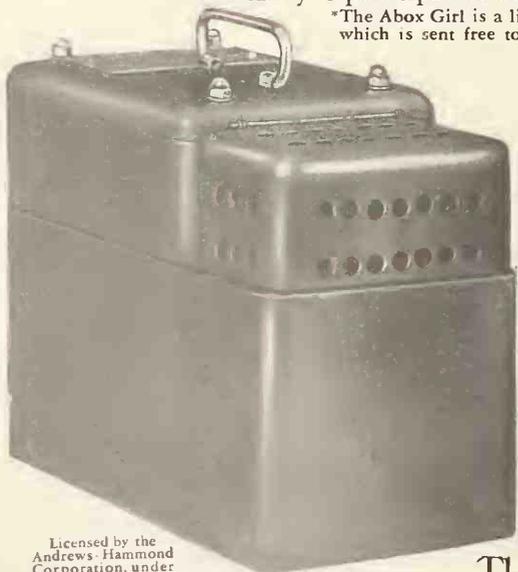
See it on display at the trade show

Dealers will see in the new Abox a rich opportunity to create more business and quick profits.

Over three million D. C. set owners want A. C. operation of their sets. Naturally, they resist any suggestion to discard their sets, tubes and equipment. The dealer who explains that the Abox A. C. Converter will give them A. C. operation of their present sets, with the same tubes, will be rewarded with profitable sales.

Tell the story to your mailing list of D. C. set owners. Dress up your window with an Abox Girl*. Tie up with the big Abox newspaper campaign. Circulars which we will gladly supply in quantity describe the Abox and its uses in a clear, understandable way. This is your opportunity to participate in another big, successful Abox year.

*The Abox Girl is a life-size, ten color, lithographed display which is sent free to Abox dealers while the supply lasts.



Model 66 Abox A. C. Converter illustrated
Operates any set from three to eight tubes. Complete with receptacle for "B" supply unit and a portable master control switch on extra cord.

Input—100-120 volts, 50-60 cycles A. C.

Output—2 amperes, 6 volts D. C. Price \$35.00

Model 4 V. for 4 Volt Tubes
Output—.75 amperes, 4 volts D. C. Price \$27.50

Prices higher on West Coast

BOOTH No. 158
Stevens Hotel, Chicago
June 11-15

The Abox Company

215 N. Michigan • Chicago, Ill.

Licensed by the
Andrews-Hammond
Corporation, under
Patent No. 1,637,795
and applications

Bruno Executive to Aid With Victor Sales

Charles Sonfield, of C. Bruno & Son, Inc., Becomes Associated With Victor Jobbing Branch of Company

Charles Sonfield, in charge of the musical merchandise department of the well-known distributing house of C. Bruno & Son, Inc., New York, has added to his duties in the Bruno



Charles Sonfield

organization by becoming associated with the Victor jobbing branch of the business.

This important announcement emanating from Bruno headquarters is in line with the program of Victor sales development to be carried out in close co-operation with the retail trade that has been carefully worked out by William J. Haussler, president of the company, and Jerome F. Harris. It is this sales development that Mr. Sonfield will identify himself with. His wide experience in the music field and close contact with the dealers have given him an intimate understanding of all retail problems that will serve him admirably in his new activities.

Mr. Sonfield is one of the best-informed and best-known sales executives in the musical merchandise field, with which he has been associated for over thirty-five years. He has spent the greater part of his business career in the Bruno organization and rose from a humble beginning to the important executive position he now holds. It is pointed out that it was under the direction of Mr. Sonfield backed by the co-operation and confidence of the owners, his fellow executives, that Bruno business made such rapid strides to the high standing which it now enjoys in the trade.

When the Blackman Distributing Co. sold its Victor business to the Victor Talking Machine Co. more jobber activities fell to the remaining Victor distributors who served the New York territory. C. Bruno & Son, Inc., had already built up a large volume of Victor business, and has catered to a particularly large clientele.

With the retirement of the Blackman Co. from the Victor field, C. Bruno & Son, Inc., has added to its sales organization and is making plans for an increased program of activity in stimulating Victor business. The Bruno Victor department will have a staff of nine salesmen and sales associates under the direction of Messrs. Harris and Sonfield. The service department of the Bruno organization will be enlarged in its scope of operation, rendering additional service to the dealer in the development of business. Jerome F. Harris, who is secretary of the company and a noted authority on talking machine merchandising, will continue as

supervising head of the Victor department with Mr. Sonfield closely associated with him.

William J. Haussler, president of the company, in connection with this new campaign, issued a letter to the trade giving a close insight into the activities that are being planned by the Bruno organization and details of the campaign.

Freed-Eisemann Is Granted Radio Patent

Covers Method Which Makes Possible the Tuned Radio Frequency Circuit and Prevents Causes of Oscillation

Patent No. 1,671,959 has been issued by the U. S. Patent Office to Joseph D. R. Freed, president of the Freed-Eisemann Radio Corp. This patent covers a method which makes possible the tuned radio frequency circuit, and prevents reactive coupling which produces oscillation, according to Mr. Freed.

It was announced that this patent has been turned over to the Freed-Eisemann Radio Corp., which is now negotiating with other leading manufacturers to license them under its provisions. Mr. Freed stated that he discovered early in 1924 that the only way to prevent reactive coupling in the amplifier circuits and leads common to all stages was to use the bypass condenser method which is the subject of the patent.

Milne J. Eckhardt Weds

Miss Flora Helen Moran and Milne J. Eckhardt, son of Mr. and Mrs. Walter L. Eckhardt of Philadelphia, were married in New York City on June 6. Mrs. Milne Eckhardt is the daughter of a former Supreme Court Justice. Due to the recent death of her father the ceremony was private. Mr. and Mrs. Walter L. Eckhardt, after the wedding, sailed for their usual European trip.

Radio Commission Takes Drastic Action

Notifies 162 Broadcasting Stations and Six Portable Stations to Show Cause Why They Should Continue After August

On May 26 the Federal Radio Commission notified 162 broadcasting stations, and six portable stations in every part of the country, except Zone 3, to appear at a general hearing on July 9, to show cause why their stations should be continued on the air after August 1. If such cause is not shown to the satisfaction of the Commission the stations will be ordered to discontinue on August 1.

The drastic action of the Commission is explained in the following statement: "The Commission after an examination of the applications for a renewal of station licenses of the below named stations has not been satisfied that public interest, convenience or necessity will be served by granting these applications.

"It extends for a period of sixty days the existing licenses of these stations, subject to all modifications and extensions, to terminate at 12 o'clock a. m., August 1, 1928."

The order has aroused considerable discussion and there are those who, while favorable to action taken to clear up the air channels, and improve the programs, questioned the necessity for so drastic a move. It is explained on the other hand, however, that the stations remaining will be able to give improved service.

A. K. Model 37 AC Sales Big

Over 200,000 sold since January 1 is the record achieved by the Atwater Kent Mfg. Co. with the Model 37 AC electric receiving set. Blotters announcing this accomplishment have been prepared and are being furnished with dealers' imprints.

NEW Designs by UDELL



NEW and unique radio cabinets bearing this famous name will be displayed in Booth 142 and Room 553, Hotel Stevens, at the R. M. A. Show, June 11-15.

Catalog on request

H. T. Griffith and Ralph D. Morris, direct factory representatives, in constant attendance

THE UDELL WORKS, Inc.

28th STREET at BARNES AVENUE

INDIANAPOLIS

Production on New Balkite Radio Receivers in Full Swing

Same Policies Followed by Fansteel Products Co. in Marketing Power Units to Be Observed in Selling Receivers—Products to Be Housed in Fine Cabinets

Production on the new Balkite radio receiver, manufactured by the Fansteel Products Co., North Chicago, Ill., was in full swing during the fourth week in May, according to advices received from the firm headquarters. The receiver was first revealed at the annual Balkite sales meeting at the Drake Hotel, Chicago, May 4 and 5, of which a complete account appeared in the May issue of this publication.

In marketing its new receiver, the Balkite organization intends to follow the same policies that have marked its history as a power unit manufacturer. The product does not attempt to enter the low-priced field, and it will be housed in cabinets made by one of the foremost furniture makers in the world, the Berkey & Gay Furniture Co., Grand Rapids, Mich. The receiver is licensed under RCA, Hazeltine and other patents, and employs special condensers developed by the Fansteel Products Co., which are said to give exceedingly quiet, hum-free reproduction. Another feature of the receiver is its construction, which involves the use of 80% less wire than the average set.

That the Balkite receiver will be backed by sound policies is evident from extracts from a statement made to this publication by Herman J. Doughty, director of Balkite sales, who said: "We do not regard our entry into the radio set field as a new venture. We do not regard ourselves as manufacturers of any particular radio device. Our function is to provide the radio trade with the radio equipment which will give them the greatest volume and profit. A year ago that was power units; today it is AC sets. Whatever it is tomorrow we intend to have it. The present Balkite set is the result of years of work, and we believe that we can honestly say that we have products and experiments in our laboratory today which are as far in advance of the present radio market as those of any manufacturer in the country. When the right time comes these will be introduced. The whole problem is to introduce them at a time when they will produce least

disturbance and maximum profit to the trade.

"The type of radio set we are now producing is not accidental. In deciding on both type and price range we have been governed by much the same policies that have governed Balkite in the past. The Balkite line has never been the lowest priced. It has always been built to a standard, depending for its popularity on quality, on freedom from service, on satisfaction to the user. In adding a radio set to the line we have not attempted to produce the lowest priced receiver. The low priced market we believe is being adequately served by the manufacturers already in it. We have, however, frankly attempted to produce as fine an AC receiver as can be produced and have no apologies to make for the receiver. We believe the time has come when there is room in the set field for a line that will give the radio dealer a high profitable unit of sale and that will be aggressively pushed.

"In the set itself we have concentrated on three things. Simplicity of construction, ease of operation, and quality of reproduction. In its range of sound, in its fidelity we believe it leaves little to be desired. We have in our files some 4,000 letters from owners of Balkite units, asking us when we intended to make a receiver. Many of these come from owners who state frankly that if we produce a receiver as fine as our chargers they will buy it. We have attempted to satisfy them, to build to the Balkite market as we know it.

"We believe that today good radio must be more than good radio. It must be authoritative furniture—furniture as fine as Balkite radio. After long consideration we have turned this part of our problem to people more competent to solve it than we are or any other radio manufacturer,—to Berkey and Gay, one of the greatest furniture manufacturers in the world. Two of our models, A-5 and A-7, are housed by them. A radio buyer purchasing either may feel that the furniture in each case is as fine as he can buy."

The Balkite AC receiver will be aggressively marketed, with a limited distribution. The product will be extensively advertised, and it is planned to make the public even more familiar with the Balkite receiver through advertising than it was with the Balkite power units, behind which were placed each year one of the largest consumer advertising campaigns in the radio industry.

Trade News From Kansas City Area

Conditions in the Trade Encouraging and Dealers Are Optimistic—Kolster Distributors Meet—Plan Display Drive

KANSAS CITY, Mo., June 5.—Conditions in the talking machine and radio lines in this city are very encouraging at the present time, and dealers and distributors state that May, as a whole, has been a good month.

An important event in the radio field here was the meeting of Kolster distributors held May 31, June 1 and 2. Many officials from the factory were here, and practically all the distributors west of the Mississippi. The Kolster Dealers' Club made extensive preparations for special window displays in connection with the meeting, and the Club entertained all the officials and distributors at a dinner at the Hotel President.

The Sterling Radio Co. reports that May has been a fine month in both the Kolster and Columbia lines. The new Columbia model 820 with exponential horn promises to be a big success in this territory. Portables are very active. The Sterling is expecting great things from the new Columbia-Kolster combination, the first sample of which is now on display.

Standke's are well ahead of last year in volume of business at this time. They report exceptional activity in records, and a brisk demand for portables in a number of styles and prices, including the new Orthophonic portable.

The phonograph and radio department of the Kansas City Power & Light Co. reports a nice business in Panatropes. Model P-13, and the new Brunswick portables. Radio is maintaining its hold as never before, according to H. A. Spokesfield, and the department is ahead on every month so far this year.

The W. W. Kimball branch here has introduced the new Majestic line in its radio department. They are very enthusiastic about the prospects for this radio.

The Automatic Electric Victor priced at \$975 has been one of the big numbers with Paul's, according to M. M. Paul. All activity during the past month has been centered on the larger Orthophonics and combinations, he says.

The Jones Store radio department reports good activity on Freshman Equaphase radios at the new prices. Interest continues also in the Atwater Kent 37 and Radiola 18.

T. H. Condon, manager of the phonograph department of the Brunswick branch here, lost his father on May 9. Thomas H. Condon, Sr., had been in the real estate business in this city for over twenty years, and was eighty-one years old at the time of his death.

To Make Second Millionth Atwater Kent Set in Fall

Some time ago the production of the millionth set was fittingly celebrated at the headquarters of the Atwater Kent Mfg. Co. in Philadelphia. It has been announced that Mr. Kent will produce his second millionth set this Fall. It is expected that the public demand will tax the facilities of the fifteen and one-half acre factory in Germantown, and accordingly new machinery is being installed and advantage is being taken of every square foot of space in the factory.



Announcing

The best seller for the year

Findlay Metal Console Table V 2-55

Designed Exclusively for the New Victor Portable

This table will help you sell a greater number of records. With the use of the FINDLAY Metal Console Table, a portable can be made as an all-year 'round talking machine. Lower shelf can accommodate the record albums.

The prettiest combination that you can offer your customers for

\$55

Table only will cost \$20 list

The complete unit of table and portable makes a very attractive piece of furniture for the home that will harmonize with all home furnishings.

Made in two color combinations:
 Rich Blue with Gold trimmings (electro plated)
 Antique Brown with Gold trimming

For Sale by All Victor Wholesalers

ROBERT FINDLAY MANUFACTURING CO., Inc.

Makers of fine metal console tables for Radio and Portables

New York Showroom 242 FIFTH AVE. Office and Factory BROOKLYN, N. Y.

Wait and see our new line of metal radio benches. Visit us at demonstration rooms 519 and 520-A, Stevens Hotel



Proved by the Test of Time

AMONG the earliest radio pioneers — today, Bremer-Tully stand second to none for *radio dependability, satisfaction and economy.*

During seven years every single B-T product has been a continued outstanding success — *time-tried and time-proved!*

Where can you find a better guarantee of merit — of net profit?

There is no need to gamble on untried products if the B-T franchise is still available.

See the latest B-T models at the Radio Show—Room No. 557—Stevens Hotel, Chicago, June 11th to 15th.

They're better than ever!

Bremer-Tully Radio



The complete B-T line includes seven AC models from \$130.00 to \$1,000.00—a dependable, well established line that builds *profit, prestige and good-will.*

Ask the B-T dealer

HERE is a combination that is sure to win instant favor with your trade—the new B-T 6-40 radio and the B-T speaker.

It may be had in one cabinet or separately as preferred.

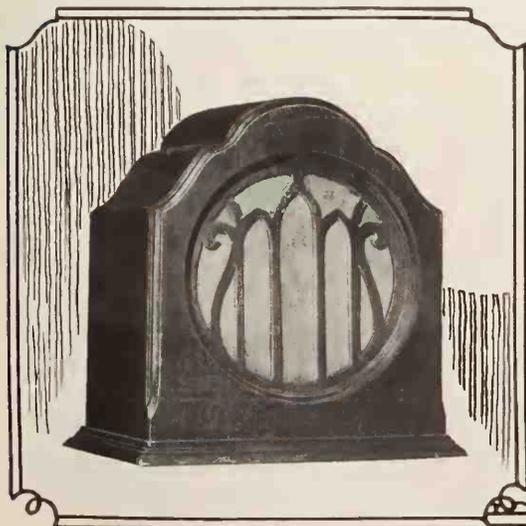
Compact in form and attractive in appearance—*these radio products will outperform everything at equal price, \$190.00 for the console with standard B-T speaker built-in, but less tubes; \$130.00 for the table model, less tubes: \$35.00 for the speaker.*

Further details on request

Bremer-Tully Mfg. Company

656 Washington Blvd.

CHICAGO



Toledo Dealers Report Sales Better Than Same Time in 1927

Employment Is Better and Industrial Worker Has More Money Than a Year Ago—Lion Store Music Rooms Plan Summer Campaign—Jobbers Sponsor Trade Show

TOLEDO, O., June 6—Employment is at a high level here. Consequently the buying power of the industrial worker is better than a year ago. Most phonograph and radio dealers report sales slightly above May of 1927.

At the Lion Store Music Rooms & Radio Shop volume is ahead of the same period a year ago. The house has already started its Summer campaign in both departments. The sales force has been increased and home demonstration is on in full force. Radio for the first time is being demonstrated in the home. Seven or eight sets are being placed every day. Out of the number a large percentage are turned into sales. Richard Morgan is a new member of the staff. Combinations are in demand.

At the J. W. Greene Co. sales in the talking machine, radio and record sections are ahead of last year. W. W. Baillie, manager, stated. The house is oversold on the new Orchestrope, designed for cafe and soda grill use. An aggressive drive on portables is under way. Victor, Carryola, Allen, Pal and QRS models are displayed. The house contemplates early improvements in department arrangements and has added to the sales staff. F. Van Lue, W. F. Hurt and Ed Janney are new members.

The Toledo Radio Co. will pilot a delegation of Sparton dealers to the factory meeting at Jackson, Mich., on June 8. All Sparton retailers in this community have been invited. Many have already accepted. At that time new Sparton models will be shown and plans and policies for the new season will be discussed.

Frank Flightner, Ashland avenue, Columbia dealer, reports volume in his new location com-

pare favorably with last year. Columbia-Kolster models are meeting with favor. Columbia and Harmony portables are selling well. Radio sales continue favorable. The staff has been enlarged through the addition of F. M. Lees, credit manager, and Fay Lichtenstein, in charge of records.

A radio show exclusively for retailers will be held at the Commodore Perry Hotel, on July 11, 12 and 13. Thirty-six rooms have been reserved for display purposes. Every radio jobber in this section will exhibit his wares. The affair is sponsored by and underwritten by the Toledo Radio Trades Association.

The Roberts-Toledo Co., radio jobbers, held an exhibit and demonstration of the Majestic radio at the Hotel Lorraine recently. The display was well attended by dealers, who placed a considerable number of orders.

T. M. Cook, Inc., Victor and Sparton retailer, reports the demand for instruments above a year ago. Record sales are climbing with dance numbers in greatest demand. The enterprise recently added the complete Columbia line.

Grinnell Bros. recently acquired the Don Johns music store at Lima, O. Carl Rule, who has been in charge of out-of-town sales, will look after business in the new location.

Hofman Bros. Co., dealer in phonographs, radio and home furnishings, recently suffered a fire loss of \$10,000. The store is being redecorated and refitted.

The Union Music Co. have added the Sonora portable instrument line.

D. V. Voudouris, Monroe street, Columbia dealer, reports a large foreign record business.

He couples his efforts each month with the Columbia advertising in foreign language newspapers by offering to send the discs advertised anywhere. As a result he is receiving orders from many sections of the country and a few have been received from abroad. Folk songs and native melodies are leading sellers to the foreign-born people in this district.

Freed-Eisemann Has Display of New Line

Dealers of the Freed-Eisemann Radio Corp. in the metropolitan district of New York had an opportunity to see the entire 1928-29 line of receivers and speakers on display during the week of May 28. In co-operation with the Wholesale Radio Equipment Co. and the G. J. Seedman Co., Freed-Eisemann distributors in New York City and Brooklyn respectively, the Freed-Eisemann Corp. exhibited the products at the Hotel Pennsylvania in New York on May 28 and 29. On May 31 and June 1, a similar exhibition was held at the Robert Treat Hotel in Newark, N. J., in co-operation with Wholesale Radio Equipment Co.'s Newark branch, which distributes the Freed-Eisemann product in that section.

Sales representatives of Freed-Eisemann Corp. were on hand at both displays, working with the sales departments of the distributing organizations.

Trade News From Milwaukee Field

MILWAUKEE, Wis., June 5.—Sales of phonographs and radios are maintaining a fairly consistent immediate business, and wholesale houses are booking a good amount of future orders. Retail sales on phonographs and radios in Milwaukee were reported by dealers as being just fair; reports from other places in the State indicate a very good business.

A caravan of Victor dealers about sixty strong left Milwaukee for Cambridge on May 30. A good amount of enthusiasm had been aroused in the trip, which was sponsored by the Badger Talking Machine Co., jobber for the Victor in Wisconsin.

The Victor Record Girls' Club, of Milwaukee, at its May meeting had as its guest Miss Aileen Stanley, popular Victor artist, who was appearing in Milwaukee in "A Night in Spain."

Kellogg business in the State is extremely good, according to I. R. Wittuhn, secretary of the Standard Radio Co., distributor for the Kellogg in Milwaukee and Wisconsin.

Carl Lovejoy, representative for the Brunswick in Wisconsin, reports that portable business is very good at the present time, and this is stimulating record business. There is also good interest in the higher priced units.

Inez Maegner, of the sales promotion staff of the Caswell Manufacturing Co., Milwaukee, maker of portable phonographs, has been elected secretary of the company, and will have charge of all its advertising.

The Flanner-Hafsoos Music House, Inc., has added the Carryola portable to its line, according to announcement from Eric S. Hafsoos. The store has been featuring a window display of the machines, and Mr. Hafsoos states that he expects some unusually good action on them.

The George C. Beckwith Co., of which G. K. Purdy is manager in Milwaukee, is a new distributor for Crosley radios in Milwaukee and Wisconsin.

The newly decorated showroom at the Badger Radio Corp., at 480 Market street, has been completed, and Vernon Maurer, president of the corporation, states that the new Majestic receivers and the merchandise of the company now have their proper background. The room is done in Spanish style with serpentine pillars and rough plaster effects.

It Is a Sensation! Combination Phono-Radio Cabinet The WELLINGTON



Model No. 863

Pierson offers this year a wide choice of beautiful cabinets that may be equipped with Electric Phonographs as well as Radio Sets.

Again proving Pierson Leadership in the Radio Furniture field.

BE FIRST WITH PIERSON!

America's Foremost Line of Radio Furniture

The Pierson Company
Rockford, Illinois



DEALERS!

Now you can cash in on

This big money-making musical instrument:

ELECTRAMUSE

The coin-operated continuous-playing Phonograph

THE money-making musical instrument of the day is the beautiful ELECTRAMUSE—the coin-operated, continuous playing phonograph! Hundreds of retail merchants everywhere are taking in \$2.00 to \$5.00 every day with the ELECTRAMUSE—some even more. Besides, their regular business has increased from 10% to 25% *due, they say, to Electramuse.*

Dealers everywhere have seen the great profit possibilities of this remarkable instrument and have wanted to take advantage of the opportunity as sales agents. In the past we have not felt that we desired to open up this field.

But now in answer to this insistent demand from dealers, the Holcomb & Hoke Manufacturing Company announces a Dealer Discount Plan WHICH GIVES THE TRADE THIS GREAT PROFIT-MAKING OPPORTUNITY.

There are opportunities galore for sales of ELECTRAMUSE! Hundreds of live, eager prospects are in your territory right now. Restaurants, confectioneries, drug stores, billiard parlors, bowling alleys, soft drink places, road houses, lodges, clubs are all good, logical, salable prospects for ELECTRAMUSE, this marvelous instrument that reproduces perfectly the finest performances of the world's greatest pianists, singers, bands and orchestras.

When have merchants been offered a proposition with such a universal appeal—with such money-making possibilities that is so easy to "take on"? Here's a genuine opportunity for large extra profits!

A Product of

HOLCOMB & HOKE MFG. CO.

World's Largest Manufacturers of Money-Making Equipment

Indianapolis, Ind.



GRAND MODEL—Not Amplified
Super Tone Model—Amplified

Our Dealer Discount Plan has been designed for your benefit. It should interest you immensely. It means YOUR big opportunity for BIGGER PROFITS. WRITE NOW FOR THE DETAILS. Fill in and send the coupon TODAY.

HOLCOMB & HOKE MFG. CO.
 INDIANAPOLIS, Ind. Dept. W

Without obligating me in any way, send full details of your new Electramuse Dealer Plan.

Name of Store.....

My Name.....

Address.....

Town..... State.....

Philco Prepares Big Sales and Ad Campaign for New Receivers

Philadelphia Storage Battery Co. Making Elaborate Preparations to Introduce Line of Radio Receivers—Advertising in National Publications and Newspapers

The entry of Philco into the field of set manufacturing, as announced last month, is an outstanding example of the minute care that the modern manufacturer is giving to every detail prior to the advent of the set. The Philadelphia Storage Battery Co., Philadelphia, Pa., has had the Philco set in the period of laboratory development for three years, during which Philco engineers and research experts were constantly at work perfecting the instrument. Philco had held for some years patents covering rectification, power control and other radio set features, and operates also under patents of RCA, General Electric, Westinghouse, American Telephone and Telegraph, Latour Corp., Lowell & Dunmore, Hogan and Hazeltine Corp. This set comes along with the best ideas in all, plus its own innovations.

Philco next set forth to market its receiving set in a bold and novel manner. The sales and advertising campaign prepared is on a mammoth scale. Advertising and selling will be supported by a system of educating jobbers and dealers in their problems of financing, keeping books, installing service departments and other merchandising and storekeeping policies. There will be co-operation with resale units to a degree stated to be novel in the radio business. Philco will maintain a firm furniture policy, withholding its guarantee from any sets sold apart from their combination with Philco cabinets. Territorial rights will be jealously protected. The responsible attitude of Philco in regard to its former products will be as assiduously assumed in the marketing of its radio set. It will protect and assist.

Philco advertising will consist of a big national magazine campaign, using such outstanding publications as the Saturday Evening Post, Liberty, Ladies' Home Journal, American Weekly, etc. The greater part of a huge appropriation, however, will be spent on newspapers throughout the United States. Hundreds of publications will be used and large copy run. The appropriation for newspapers alone will total hundreds of thousands of dollars in a single month.

There will be a direct-mail campaign carried on continuously, with elaborate dealer help—window displays, counter cards, posters, etc.—supported by forceful selling and advertising methods for individual dealers. Philco in all these will aim to set a new pace in radio merchandising. A large volume of trade paper advertising will be used, and this, too, is planned to take an unusual and daring form. Exhibitions similar to the ones at the convention of the National Electric Light Association in Atlantic City and the Radio Trade Exposition in Chicago will be made all over the country.

Philco's sales campaign promises to be an aggressive one, in keeping with the past record of the company. Sayre M. Ramsdell, promotion manager, outlines it thus: "We have an

instrument whose performance in the matter of tone and distance is astonishing even to us. With the confidence our product gives us we are out to establish a record in a campaign which will employ more than 1,000 men in the field selling Philco sets, and more than 150 servicing them. We will have traveling auditors and accountants. We not only are going to give jobbers and dealers the most intensive selling co-operation ever given in the history of radio, but we are going to give them the most complete servicing co-operation they ever have had in connection with radio.

"We are putting a staff of seventy-five expert traveling auditors and accountants at their disposal so they can merchandise and service Philco sets in the most efficient manner. We show them how to keep their books, handle time payments and a multitude of other details, so that the most generous kind of service can be given the retail customer, and the surest profits obtained for themselves. We are going to try with all our might to keep the business clean and free from demoralizing price cutting. And we are going to do our level best to make radio an all-the-year-round business and not merely a seasonal matter."

Los Angeles Trade Interest Centers on the Music Pageant

Exposition Month Attracts Trade—Victor Co. to Exhibit \$6,000 Electrola Victrola—Edward C. Hayes Sales Manager of Fitzgerald Music Co. Phonograph Section

LOS ANGELES, CAL., June 2.—George E. Morton, Southern California representative of the Victor Talking Machine Co., left this week to attend the Victor Co.'s salesmen's convention, which will take place this month in Camden, J. M. Spain, Southern California manager of the California Victor Distributing Co., also plans to attend the convention.

Edward C. Hayes has been appointed sales manager of the phonograph and radio departments of the Fitzgerald Music Co. Mr. Hayes was for some time in charge of the phonograph and radio departments of Bullock's; he was recently in the wholesale sales department of Ray Thomas, Inc., distributors of Atwater Kent on the Coast.

W. S. Van Doran has been put in charge of the phonograph and radio departments of the

Southern California Music Co. He has had considerable retail experience in both departments in the past and has been with the Southern California Music Co. for the past six months or more.

The Victor Talking Machine Company is sending its famous \$6,000 Electrola Victrola, which created so much notice and praise a few months ago, for exhibition in the International Pageant of Music and Exposition to be held here from June 18 to 30.

Five stages of tableaux, scenes and pageantry will be in operation at the Industrial Pageant of Music and Exposition June 18 to 30 at the Ambassador Auditorium. One will be over the Victor Talking Machine Co.'s exhibit, which is ornamented in East India architecture. Another will be over the Brunswick Co.'s Egyptian architecture booth. A third will be over the main entrance and the other two over the Birkel Music Co.'s Italian style exhibition booth and that of the Fitzgerald Music Co.'s and Martin Music Co.'s French Norman type of architecture, respectively.

C. R. Bowen has been appointed sales manager of the phonograph and radio departments of the Platt Music Co., with Fred A. Kahn as assistant sales manager.

Wide Observance of Music Week on Coast

SAN FRANCISCO, CAL., June 5.—The music and radio trades contributed greatly to the success of Music Week, which received a more widespread observance than ever before. The committee members included J. Emmet Hayden, acting chairman; Chester W. Rosenkrans, executive director; E. J. Delano, of Sherman, Clay & Co., headed the committee on band contests; Henrik Gjerdrum, president of the Music Teachers' Association, took care of the programs in civic and social clubs.

The Atwater Kent program, which included a galaxy of outstanding artists, was received with great acclaim on the Pacific Coast, and dealers featured the gala program in displays and in newspaper advertising. Interest in Music Week has been mounting steadily.



Table Type CLAROSTAT

Simple device of a thousand uses for any radio set—factory-built, custom-built, home-made. Instantly applied without use of tools or knowledge of radio. Ideal for controlling volume, tone, sensitivity, selectivity, regeneration, stabilization and other functions. Handsomely finished in bronze and nickel, with felt base, connecting cord and block. Packed in attractive carton with exceptional instruction sheet for non-technical broadcast listener. Sells on sight—**at \$2.50 list.**

Ask your jobber about these sure-shot items, as well as other Clarostat products. Or better still, write us for literature and attractive sales proposition.

American Mechanical Laboratories, Inc.

Specialists in Variable Resistors
MEMBER BMA
285-287 NORTH SIXTH STREET
BROOKLYN, N. Y.

Sales Tonic!

Yes, just that. When sales are dull, people spend cautiously, money is tight—let *radio accessories* keep the pot boiling. And here are two of the best sellers today:

Antenna Plug CLAROSTAT

Something really new in antenna plugs. Makes any electric light socket or outlet an ideal antenna, eliminating trouble and expense of usual installation. Improved coupling condenser employed, together with detachable plug and long connecting cord. Works anywhere and with any set. Provides antenna for new set you install, or better results for old set now equipped with antenna or loop. A cure for "dead spots." A boom in summer. In attractive carton, with understandable instructions—**\$1.50 list.**



CLAROSTAT

Slagle Radio

Five New Models
of
Surpassing Quality
Mark Another Milestone
of Slagle Progress

For the 1928-29 season Slagle models will again utilize the Technidyne Circuit which achieved such a decided success during the past year. Valuable additions and refinements have been adopted, and the new Slagle most admirably provides all-electric operation, loop control, dynamic power speaker, phonograph pickup connection, —completely housed in cabinetry to harmonize with surroundings of the most fastidious home.



See them at the Second Annual Trade Show of the R. M. A., Stevens Hotel, Chicago, week of June 11th.

Exhibition spaces 88-89 Grand Ball Room. You can hear all models in operation in Room 445-A at the Stevens.

SLAGLE RADIO COMPANY

Fort Wayne, Indiana

Division United States Electric Corporation

Introduction of the Majestic Radio Interests Portland Trade

Forbes Supply Co. Handling Local Distribution—Radio Exhibits at Second Annual Electrical Exposition—Oregon Association Meets

PORTLAND, ORE., June 1.—One of the most sensational debuts that the radio industry has ever witnessed, the Majestic, a new radio receiver manufactured in Chicago by the Grigsby-Grunow Co., made its bow in Portland last week. Local distributors for the new Majestic receivers are the Forbes Supply Co., headed by F. E. Davis, whose merchandising territory includes Oregon, Washington, Idaho, Montana and the territory of Alaska. Sales in the Oregon and Northwest territory will be directed by E. J. Seroy, formerly of Omaha, Neb., who will make Portland his headquarters. William J. Seroy, with headquarters in Oakland, Cal., is

the Western sales manager of the company.

Gordon Soulé, who for the past three years has been in New York as artist director for the Gennett division of the Starr Piano Co., returned home for a short visit, and is renewing his many friendships with the music trade.

Sixty-five members of the Oregon Radio Trades Association met at the Congress Hotel for their May meeting with James A. Condon, Jr., of the Condon Co., Fada distributor and president of the Association, presiding. J. T. Bray, Pacific Northwest representative of the Radio Corp. of America, was in attendance and presented his first Portland showing of the two

new RCA educational reels. Mr. Bray supplemented the showing of the reels with an educational radio talk. Hurst Harrison, vice-president of the Association, gave a splendid talk on the local service problem and urged the members to stick by the policies of the Association and not to deviate in the least.

The second annual electrical exposition was held April 30 to May 5, inclusive, on the second floor of the Pittock Building on upper Washington street. Several radio dealers took advantage of the event to display new models.

George B. Hovenden, for the past 26 years operating a music store in Portland, announces a retirement sale with all goods at his present location, 146 Park street, reduced at close-out prices. The concern is well known here.

E. C. Tracy, formerly with the Portland branch of the Bush & Lane Piano Co., has opened up a music store at 209 West Park street, in a promising location.

The Seiberling-Lucas Music Co. has bought out the Conn-Portland Co.

George Fullerton, manager of the record department of the Brunswick Co., is treating his many friends who call at his office in celebration of the arrival of a baby boy at his home May 20.

A. R. McKinley, Pacific Northwest district manager of the Brunswick Co., announces that the new portable, No. 106, is being received with open arms by the dealers, and that this little machine is largely responsible for the great way that the records are going over.

The new Orthophonic Victrola, 8-35, has created quite a stir among the local trade and much publicity combined with attractive window displays were featured upon its arrival for distribution to the trade.

The wholesale department of the Brunswick Co. is presenting a series of weekly record and musical lectures over radio station KFJR with splendid success. These lectures are being given by George Fullerton, record manager of the wholesale Brunswick department, and according to those in charge of the station, the request for continued lectures increases with each presentation.

W. C. Rice, manager of the Portland branch of the Northwest Victor Distributing Co., left Portland May 24, for Camden, N. J., and way points. Mr. Rice was accompanied East by C. B. Gilbert, of Seattle, president of the Northwestern Victor Distributing Co. Mr. Rice expects to visit Chicago, New York, Denver, Philadelphia, and several other points of interest as well as the Victor factory before returning to his Portland office.

The radio department of the Hyatt Music Co. has been purchased by T. R. Woodbury, who will operate it under the trade name of the Hyatt Radio Department. The department will distribute Stromberg-Carlson and Atwater Kent sets and accessories, and will maintain a complete radio service agency.

Geist Co. Features Brunswick Panatropé

Shamokin, Pa., Dealer Takes Advantage of Fair to Bring His Line to Attention of Public—Profitable Publicity

Now that the season of fairs and conventions of all kinds is here, music-radio dealers throughout the country are taking advantage of these excellent opportunities to promote the products they sell. A good example of an intelligently arranged booth is that of the Geist Music Co., Shamokin, Pa., Brunswick dealer, who featured the Brunswick Panatropé in a display of musical products at a fair recently held in Shamokin.

Ruth Etting, exclusive Columbia recording artist, and who was starred in the last edition of the Ziegfeld "Follies," recently started a tour of the Pantages Theatre circuit.

THERE is no occasion for confusion in selecting the right dynamic speaker for your trade this year. Consider only actual evidence of a manufacturer's ability to provide what you know are the essential factors in any successfully merchandised radio product. The field narrows quickly. Jensen is the answer.

Jensen

DYNAMIC SPEAKER

The ANSWER!

A dynamic speaker clearly reflecting the genius and experience of Peter L. Jensen

—a speaker conceded in scientific circles to represent the finest known application of the dynamic art.

—a year's unqualified success—production never equaling public demand.

—Peter L. Jensen has supervised the development and manufacture of nearly a half million dynamic speakers. He was co-inventor and designer of the first dynamic speaker ever built.

—cabinets originated in the studios of one of America's foremost designers.

—a new big Chicago factory to supply the demand in the East and Middle West.

—a dealer and jobber policy dictated by a genuine spirit of fairness and understanding.

—a generous advertising program which will actively support Jensen jobbers and dealers.

—Jensen Dynamic Speakers range in price from \$40 upwards.

(Licensed under Magnavox patents)

MANUFACTURERS, JOBBER and DEALERS

See the New Jensen Models at the R.M.A. Trade Show Exhibit, Space 48, Stevens Hotel, or address our Chicago office for complete information.

Jensen Radio Manufacturing Company

338 N. Kedzie Avenue CHICAGO, ILLINOIS

212 9th Street, Oakland, California

The Caswell-Runyan Co.

HUNTINGTON, INDIANA

CONSOLES WITH PERSONALITY

Sold Direct to Jobbers

FURNISHED WITH INSTALLATION
PANELS FOR ANY STANDARD SET



FULL LINE
SHOWN AT
JUNE SHOW
BOOTH B-82
ROOM 451-A

*One of Our
Exclusive Models*

Photos
Description
Prices
Upon
Request



Number 25—List \$112.00

Freed-Eisemann Line Exhibited to Trade New Crosley Line Shown in New York

Distributors From All Sections of Country Entertained at the Famous Westchester Lodge—New Line Exhibited

The Freed-Eisemann 1928-29 radio line was exhibited in unusually attractive surroundings during the week of May 21, when distributors from all sections of the United States were the guests of officials of the Freed-Eisemann



Freed-Eisemann Distributors at Briarcliff

Radio Corp. at Briarcliff Lodge, in the Westchester County hills near New York City. The Freed-Eisemann line was on display in the Casino.

"I believe this is the first time in the history of radio," stated Arthur A. Trostler, "that sets have been shown in a society setting, but radio has advanced to that stage because artistic appearance is now as important as sensitivity, selectivity and tonal quality."

The visitors were entertained by Alex Eisemann, chairman of the board; Joseph D. R. Freed, president; Arthur A. Trostler, assistant to the chairman, and Arthur Freed, vice-president. The guests were invited in groups, each group spending two days at Briarcliff. Smokers and dinners were features of the week and many enthusiastic expressions of opinion were heard from the visiting distributors. Mr. Eisemann stated that advance sales totaled more than double the advance orders in any previous year and present indications point to a most successful year of business for the corporation.

Twentieth Century Radio Corp., Metropolitan Crosley-Amrad Distributor Sponsors Demonstration to Dealers

The new line of Crosley radio receivers were shown to metropolitan dealers at the Hotel Pennsylvania, New York City, on Monday and Tuesday, May 28 and 29, under the sponsorship of the Twentieth Century Radio Corp., Brooklyn, N. Y., exclusive metropolitan Crosley-Amrad distributing organization.

The chief feature of the new line, according to L. H. Mingins, president of the Twentieth Century organization, who, with his entire sales staff was in attendance at the showing, is the quality of reproduction. Among the models shown were the

Gembox six-tube AC table model, the Showbox eight-tube AC table model, the Bandbox, Jr., the Bandbox six-tube battery operated set, the Dynacone, a Crosley dynamic speaker, the Showbox eight-tube DC operated set, the Musicone speaker and the new Dynacone in console cabinets in a variety of models. Several models of receivers were shown in peacock blue and red cases. As the Crosley Corp. does not manufacture sets built in cabinets, a number of specially made Showers Bros. cabinets were exhibited, as were tables made for Crosley sets. H. C. Abbott, Jr., sales manager of the Crosley Radio Corp., was in attendance at the exhibit.

In an adjoining room the Amrad Symphonic series of electric receivers were shown. They included the Concerto in a cabinet of American and Oriental walnut with a satinwood border, the Opera in a cabinet of French renaissance design and containing the Amrad combination radio receiver and electric phonograph, the Sonata in a Louis XVI console cabinet, and the Console. All of the models are eight-tube sets and each cabinet has a dynamic built-in speaker.

Raytheon Tube Standard Package

Raytheon Manufacturing Co. Packing Type BH Rectifying Tubes in New Display Cartons Holding Four Tubes Each

CAMBRIDGE, MASS., June 2.—The Raytheon Mfg. Co. of this city has just announced, starting with June 1st, that all of its Type BH rectifying tubes will be sold in attractive new display cartons holding four tubes each. This carton is especially designed to remind the "B"



New Raytheon Counter Display

eliminator owner that the eliminator tubes need replacing to get the most in volume and distance out of the set.

More than 100 different brands of eliminators which were designed especially to take the Raytheon BH are listed on the rear of the carton in order that the dealer will have a guide to go by in making each sale. There are millions of "B" eliminators in use which were designed to take the Raytheon BH tube and these tubes will be replaced. Raytheon plans an intensive advertising campaign built around this new package to make it easier for Raytheon dealers to get their share of this business.

"Pal Always Leads" Chosen as a Slogan

The new monthly house organ of the Plaza Music Co., New York City, the first issue of which appeared last month without a name, has now been invested with a particularly appropriate title, "Sound Facts." This name was suggested to the Plaza Music Co. by Arthur Kahn of the Haynes-Griffin Co., forty-one West Forty-third street, New York City. The Plaza Music Co. rewarded Mr. Kahn with a check for \$25.

Several hundred suggestions for a name were received by the Plaza Co., and among them was included a suggestion which, while not particularly appropriate for the name of the house organ, provided an excellent slogan for use in the advertising of the Plaza Music Co. The slogan was "Pal Always Leads." It will be noticed that this slogan has already been made use of in the advertisement of the Plaza Co. appearing elsewhere in this issue. The author of this suggestion is Joseph Bloomfield of the retail warerooms of Charles Bloomfield of 114 East Fourteenth street, who also was presented with a check for \$25.

The new publication has already grown. The second issue is sixteen pages in size and contains a wealth of merchandising information, including an interesting article contributed by H. Germain, head of the Plaza organization. The Plaza Music Co. is not confining the circulation of this publication to Plaza dealers alone, but is sending it to all interested.

The William L. Nutting, Inc., music store of Nashua, N. H., has acquired space adjoining its present warerooms, making it one of the largest music establishments in the State.

Announcing

our appointment as metropolitan district distributors for
Grigsby-Grunow Co., Chicago, Illinois
manufacturers of

MAJESTIC All-Electric Radio

We will thoroughly cover Greater New York, Westchester
County, Brooklyn, Long Island and Staten Island

STERLING RADIO & ELECTRIC CO.
27 Warren St. New York City

Phone Barclay 8783

The Radiomode Policy

STYLE • SATISFACTION • PROTECTION

Nationally Advertised

—a definite and lasting
impression of quality.

Radiomode Policy

—means protection to
you through satisfac-
tion of your customers.

Eye Value

—characteristics of de-
sign intended to please
the most discriminating
tastes.

Complete Circular

—write for this today
and learn details of op-
portunity we offer.



Radiomode 34—

List Price \$74.00

Tomorrow's mode in radio
furniture is exquisitely expressed in every
item of our *complete* line . . . To achieve
this and, at the same time, to meet every
requirement of purse or taste, is indeed
an accomplishment worthy of any
business. We are—and aim always
to be—the strongest furniture
selling organization in the field.
Further, to display only radio
cabinets that represent the
finest creations of the
furniture style leaders!

Radio Allied Manufacturers Corporation

1338-40 South Michigan Avenue

Chicago, Illinois

New England Trade Is Stocking the New Majestic Radio Sets

J. H. Burke, Atwater Kent Jobber, Honored by Dinner—F. D. Pitts Co., Distributor, Reports Granting More Than 200 Franchises in Short Period—Other News

BOSTON, MASS., June 6.—Business along the lines of talking machines and radio is distinctly picking up, and the trade is correspondingly encouraged. Almost every dealer is looking for a good Summer phonograph and radio business.

Tender Dinner to Joe Burke

The New England representatives of the Atwater Kent Co., who work out of the J. H. Burke Co., 219 Columbus avenue, held an enjoyable get-together at the Copley-Plaza the middle of May, on which occasion the group tendered a dinner to Joe Burke, head of the organization that handles the Atwater Kent product. In addition to the social side of the gathering, the occasion resolved itself into a business conference, and while there were no set speeches there was a mutual exchange of opinions touching the present and the future of the business along radio lines.

Present at the dinner as representing the Atwater Kent organization were H. A. Arany, New England sales manager; William E. Richards, New England field manager, and Field Representatives L. Dopkins, W. L. Galt, H. E. Eickert and Frank Dewey. The J. H. Burke Co. organization was represented by Joseph H. Burke, himself; Thomas E. Burke, John F. Burke, William A. Burke, Ray L. Burke, Richard V. Keyes, John R. Fales, Daniel Lynch and Jack Walton. In a way the gathering anticipated the fifth annual Atwater Kent convention to be held June 7, 8 and 9 at the Congress Hotel in Chicago, to which all the company's distributors and sales executives and their wives have been invited.

Many Dealers Add Majestic

The F. D. Pitts Co. has been meeting with the greatest success in handling the Majestic line, and in three weeks has placed more than 200 franchises within the territory in which the Pitts Co. operates; and Francis D. Pitts himself says that he never before had a franchise for which there was such immediate acceptance.

Thus with the Majestic and the Kellogg line the Pitts Co. has about all the radio business it can reasonably attend to at present.

Mourn Death of Caleb S. Spencer

Harry L. Spencer, now allied with the Sonora Phonograph Co.'s product and formerly New England representative for the Brunswick Co., has the sympathy of his friends in the loss of his father, Caleb S. Spencer, with whom the son was long associated in business before the firm of Kraft, Bates & Spencer took on the Brunswick line. When the Chicago firm of Brunswick-Balke-Collender Co. decided to job his own line here, Mr. Spencer, senior, retired from the music business, Harry Spencer continuing as the New England representative for the Chicago house.

Columbia News

Manager Bill Parks says that there is marked interest in the three new models, just announced to the trade, one a combination radio and phonograph, another a cheaper dynamic reproducing Columbia-Kolster, both of which are going big. There also is a lively call with the approach of Summer for the portable line.

Many letters and telegrams of congratulations have come to Manager Parks over the recently announced contract with Paul Whiteman to play as an exclusive Columbia attraction, and it is of more than passing interest that this news "broke" while Whiteman was here in this city at the Metropolitan Theatre.

The Columbia business in this territory has been considerably stimulated by the release of the latest Moran and Mack records, "The Two Black Crows," the initial orders for which were exceptionally large. Meanwhile there is a heavy call for the Masterworks sets which are being purchased by the most musically discerning people. This is particularly true of the latest set, the Baireuth festival, which, though rather high priced, is finding ready patrons.

Through the Boylston street warerooms of

the A. M. Hume Music Co., Boston University has lately purchased two Columbia-Kolsters for use in the halls of the school.

A Columbia-Kolster was used a few days ago at Symphony Hall when the school children of the city were heard in a monster concert as a feature of Music Week. Professor John O'Shea was full of enthusiasm over the results achieved.

Alexander Steinert, head of the Boston establishment of M. Steinert & Sons, is back home from his long trip taken to the Mediterranean and Northern Africa, on which trip he was accompanied by Mrs. Steinert.

Represents Carryola on the Pacific Coast

E. Lindell has been appointed Pacific Coast representative of the Carryola Co. of America, Milwaukee, Wis., manufacturer of Carryola portable phonographs. Mr. Lindell maintains headquarters in Los Angeles and San Francisco, and represents the Carryola organization on the entire Pacific Coast as well as in the states of Utah, Nevada and Arizona, working closely with the Leo J. Meyberg Co., recently appointed Carryola distributors of Los Angeles and San Francisco. Mr. Lindell was formerly connected with the Talk Back Phonographic Recorder Co., of Los Angeles, and has a wide acquaintance in the music field.

Big First Quarter for Fada Radio, Ltd.

In the first three months of 1928, Fada Radio, Ltd., the Canadian subsidiary of F. A. D. Andrea, Inc., did a greater volume of business than during the first six months of 1927. This announcement was made by Homer J. Zopf, manager of Fada Radio, Ltd., on a recent visit to the Long Island City plant and executive offices. A staff of specialty salesmen is now covering the nine provinces of the dominion. Mr. Zopf stated that the leading music stores of Canada are handling radio in increasing quantities.

Victor Factory ÷ Ditson ÷ You



Makes a merchandising combination that functions steadily, intelligently and consistently. Ditson Service to Victor Dealers goes far beyond the matter of supplying the goods — it offers real co-operation of the sales help sort.

Oliver Ditson Co.
 Boston

Chas. H. Ditson & Co.
 New York



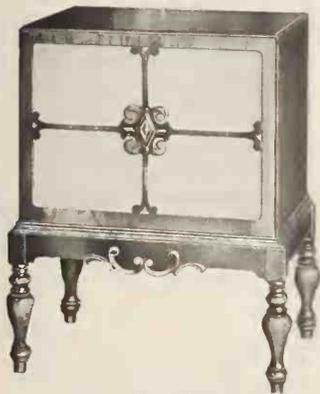
No. 701
FAIRFAX CONE

The Romance of Wood

*Since the dawn of the first day,
the symphony of Life has been
carved on the bark of trees . . .
Wood is nature's chosen and
unsurpassed method of expres-
sing the universal language of
music.*



TRIPL-TONE CABINET SPEAKERS



No. 610
Tripl-Tone Equipped
Height, 30 in. Width, 22½ in.
Depth, 15 in.

A COMPLETE LINE

1. Tripl-Tone floor models.
2. Exponential air column floor models, equipped with Fairfax "green cap" units.
3. Air column table models.
4. Cone type table models.
5. Tone chambers, mounted and unmounted—a size for every cabinet.
6. Fairfax units—the "green cap" unit.
7. Fairfax cone type units—for cabinet installations.

BRAND NEW!!

Outstanding 1928 Achievement

TRIPL-TONE SPEAKERS

COMBINES the advantages of the exponential all-wood tone chamber with the best elements of the cone.

Tripl-Tone — the three-tone speaker with the golden voice.

In combination with our Fairfax Unit (the unit with the green cap), Tripl-Tone speakers actually move the depths of human emotion. Enjoy a thrill of realism hitherto thought impossible by radio.

"Eye-appeal," "value-giving" speakers — our full line on demonstration, Room 450-A Stevens Hotel, June show.

Send for catalog and wire for full details.

MOLDED WOOD PRODUCTS, INC.

219 WEST CHICAGO AVE.

CHICAGO, ILLINOIS

Perfection in Reception Is the Present-day Radio Requirement

C. B. Smith, President of Stewart-Warner Speedometer Corp., Writes Interestingly of Stages Radio Has Passed Through and What the New Receiver Must Possess

IN my mind the radio industry is likened to a river rushing rapidly onward. Like a river it has its swift currents and quiet backwashes; if you choose the right currents you progress swiftly, if not, you may find yourself idly floating beside the bank.

What can keep you in midstream? When should one current be abandoned for another? To put it specifically, what radio features will go big in the balance of this season, and for time to come?

I believe the crucial period in radio is at hand, and that this is the time to get set for the future. Of the several hundred manufacturers who started in this industry on an equal

footing, only a few dozen remain. Only a handful of these offer anything approaching a safe, profitable proposition that looks to the dealer's future. And the process of elimination is not over. What must the dealer do to keep himself in line with the industry's future course?

A quick review of the industry's past indicates the trend, and that indicates the manufacturers who are destined to stay in midstream and insure the success of their leaders.

Radio has passed through two periods and now enters the third. The first was the novelty period when any kind of radio performance was thought to be wonderful. The development of selectivity was the second period, and here the



C. B. Smith

public became as "selective" in their tastes as radio itself. Here we note a distinct change in buying habits; people stopped buying radio for its own sake but bought it for what it could do for them.

Now comes the third period. All good sets have selectivity. What will be the standard question that they'll put to all sets in the future, even as they now say, "How far to the gallon, what bore and stroke?" when they go to buy an automobile? Who will remain in midstream in the New Era?

Past experience shows that they are thinking less and less of what radio is and more and more of what radio does. Therefore in future people will want radio to give them a bench at ringside, a chair on the speakers' platform, usher them to an orchestra seat. They look forward to radio reception of such great perfection in color, depth, volume and tone that they will be made to forget radio for the time. They will want music recreation of a new high order—not "radio music" but the music itself—not synthetic music, but realism.

In my opinion, the manufacturers who attain new heights of realism, and at the same time keep prices in line with the limitations of the mass market, will inevitably pull themselves and their dealers to a position of leadership in the radio market. Realism, then, is what I think radio engineers should search for, and in reviewing their present line or considering a new line, I think realism should dominate the dealer's thought.

Introduces New Line of Radio Furniture

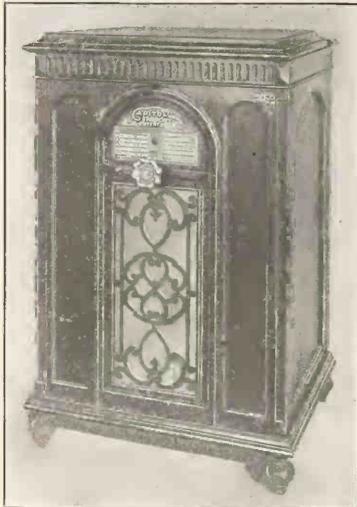
St. Johns Table Co., Cadillac, Mich., Bringing Out a Complete Line of Radio Cabinets and Tables

The St. Johns Table Co., Cadillac, Michigan, whose products are well known throughout the furniture trade, is introducing this season a complete line of radio cabinets and radio tables of new and attractive design. The firm has a sixty-year background of experience in the table manufacturing field and it produces annually 25,000 tables of every type, kind and style.

In announcing the new line of radio cabinets and tables, Howard M. Petrie, vice-president of the St. John Table Co., stated: "Our wide variety of designs will enable any dealer to satisfy the desires and meet the requirements of every customer, those who have yet to buy receiving sets and those who have purchased sets without cabinets in which to house them."

Arthur Follett has opened a new music store in the addition of the First National Bank building, Fairmount, Minn.

WHY Is This the BEST Coin-Operated Phonograph?



Plays All Makes of Phonograph Records

Electrically Amplified Simple—Fool-Proof

After years of experimentation! Nothing else like it! A marvelous 12-record, coin-operated phonograph of wonderfully clear, sweet tone, ideal for restaurants, tea rooms, clubs and other public places. Simply phenomenal. The greatest stimulus to the trade in a generation!

because . . .

No Needles to Change

New patented feature plays hundreds of records, with one needle, without attention.

Plays 12 Records Consecutively

Indefinitely, without attention or replacing, unless a change of program is desired.

Selects Any Record

Any number on the program can be played at will, by means of our new selective device.

Repeats Any Record

Any record can be repeated any number of times by depositing another coin each time.



THE CAPITOL PIANO & ORGAN CO., Inc.
331 West 34th Street New York City

"Manufacturers of Coin-Operated Pianos and Orchestras"

Steinite

ELECTRIC AC RADIO

Time Tested!

\$75



Again... a Great Line at Sensational Prices!

THOUSANDS of America's radio dealers have told us: "We expect great things of Steinite..." We have not failed them. Last season Steinite gave dealers a new idea of radio profits... this season Steinite will carry its dealers to certain supremacy. The new Steinite line is a striking illustration of what Fred W. Stein meant when he said.

"Steinite will always represent America's greatest radio value." Dealers who come to the show will get the complete story in our Spaces No. 20-21-22, the Ballroom of the Stevens Hotel. Those who do not attend are invited to mail the coupon below.

Beautiful Consoles—\$115 • \$130 • \$150
Polyphonic Speakers: Table Model \$20, Console \$45



The STEINITE RADIO CO.
506 S. Wabash Ave.
CHICAGO

Factories:
Atchison, Kans.

Mail the Coupon

STEINITE RADIO COMPANY *Mail this Coupon TODAY!*
 506 South Wabash Avenue, Dept. CF, Chicago
 Please send me complete information on the New Steinite Line

Name.....	My Jobber's Name and Address is
Street Address.....
City..... State.....

Operadio Moves to Larger Quarters

Increasing Demand for Operadio Products Necessitates Removal to Plant at St. Charles, Ill.—Sales Office in Chicago

The need of additional space for manufacturing purposes has necessitated the removal of the Operadio Manufacturing Co. to larger quarters at St. Charles, Ill., forty miles out of Chi-



Modern Plant of the Operadio cago. Although an addition was built on to the former factory last year this was found to be inadequate to meet the increasing demands for Operadio products.

The new plant has been laid out to meet the specific requirements of the company in the manufacture of its amplifiers and loud speakers, and was taken over on May 20, with no interruption in the output of Operadio block-type speakers and power amplifiers. The executive and sales offices have also been moved to St. Charles, but a sales and service office has been maintained at 8 South Dearborn street, Chicago.

The Zinke Co., 1323 South Michigan avenue, Chicago, continues as sales representative for Operadio speakers throughout the United States.

In New Post

Miss Jane Barth, formerly manager of the record department of Eberhardt's, Wichita, Kan., has assumed the management of the same departments of Sanger Bros., Inc., same city. Mr. Eberhardt is closing out his business because of failing health.

John Terry and Jerry Donnelly have taken over the business of the N. W. McDowell Music Co., Blackwell, Okla.

Ultratone Co. Has Wide Distribution

Number of Distributors and Manufacturers' Agents Appointed During the Past Two Months for Ultratone Speakers

The Ultratone Mfg. Co., Chicago, maker of Ultratone loud speakers, has during the past few months secured extensive distribution for its products. A number of manufacturers' representatives through-

out the country are handling the Ultratone loud speakers as one of their line, including Sterling Sales Corp., Cleveland; L. Bialek Co., New York City; Robert Taffen, Indianapolis; Gardner Radio Corp., St. Louis; H. D. Thomas, Seattle and Los Angeles, and Lyons Sales Corp., Philadelphia.

A number of well-known distributors have also added the Ultratone line and are distributing it to their trade, including Cleveland Products, Cleveland; Keystone Radio Corp., Pittsburgh; Harry Alter Co., Chicago; Apollo Radio Co., Newark; E. A. Bowman Co., Detroit; Campbell Iron Co., St. Louis; R. E. Cathemann, Scranton; Herman J. Horst, Davenport, Ia.; Hulsman & Co., Terre Haute, Ind.; National Electric & Auto Supply Co., Peoria, Ill.; Weber Distributing Co., New York; Radio Parts Mfg. Co., Philadelphia; H. E. Reighland Co., Altoona, Pa.; Republic Radio Corp., Detroit and Grand Rapids; Ridgway Electric Co., Freeport, Ill.; A. E. Simons Co., Chicago, and Beckley-Ralston, also of Chicago.

To Handle Camera Lines

Sr. Louis, Mo., June 4.—E. A. Kieselhorst, president of the Kieselhorst Piano Co., has announced that that company will install the QRS Co.'s line of amateur movie cameras. A special department will be provided for the cameras.

A petition in bankruptcy has been filed by the Plattsburg Music Shoppe, Inc., Plattsburg, N. Y., which lists its liabilities at \$10,985.

Studner Bros. Have Unusual Sales Staff

National Sales Agents for Superior Cabinet Co., S. Karpen & Bros., and L. S. Gordon Co. and Other Manufacturers

Studner Bros., Inc., New York sales agents, have rounded out their organization for what is expected to be the biggest year in their his-



H. Merrithew

tory. Studner Bros. are national sales agents for the Superior Cabinet Co., S. Karpen & Bros., Buckeye Mfg. Co., cabinet manufacturers; L. S. Gordon Co., motor manufacturer, and others. It is estimated that the firms represented by Studner Bros. have resources totaling well over \$100,000,000. To efficiently merchandise the products of these various manufac-



J. D. Palmerlee

turers, the Studner organization has a sales staff of over twenty-eight men. Among the members of the Studner sales staff are the three whose pictures appear herewith.

H. Merrithew covers Texas, Oklahoma,



Royal Stemm

Arkansas and Louisiana; J. D. Palmerlee covers Michigan and Indiana, and Royal Stemm, operating from Chicago, covers the Illinois and Wisconsin territory.

QUALITY PLYWOOD SHIPPING CASES

In the same manner that you know how to build quality into your radiq and talking machines, we know how to build quality into the shipping case that is to carry them,—and the best part of it is our cases cost no more.

*Birch and Maple Panels From Virgin Timber
Spruce Cleats Planed Four Sides*

Northern Maine Plywood Co.

Statler Building

Boston, Mass.

Automatic Tuning

The Open Sesame—
the "Magic" of radio reception . . .



THE new 1929 MARTI Electric Power Radio receiver, symbolic of modern engineering, is equipped with Automatic Tuning. . . . No more "groping blindly for stations." . . . No more guess-work. . . . The door to delightful radio reception is now open—open to young and old—the experienced and the uninitiated. . . .

What care you what tuning means. . . . No more "hair line" adjustments. . . . Set the Automatic Meter selector . . . listen to the numerals

"click" into place—and the receiver is tuned to exact resonance with the desired broadcasting station. . . . The Marti Automatic meter selector is a revelation. . . . It is not a new development. . . . It is a radical departure from the conventional. . . . It is a new invention! . . . You adjust the meter selector—and the receiver is automatically tuned. . . . You are not limited to one station—to ten stations—the whole broadcast spectrum is yours to select from.

A few franchises are still open. Communicate with us.

The Marti Radio merchandising foundation is powerful, sound and dependable. . . . The Marti dealer will obtain utmost cooperation—utmost protection—enthusiastic support. . . . Marti Radio were pioneers in A C receiver design and construction. . . . The engineering ability—the laboratory—the foresight responsible for the first successful A C receiver, again unreservedly guarantees complete satisfaction and permanence to the Marti Dealer.



Table Model 7 tubes, three stages of tuned radio frequency amplification, non-regenerative detector, three stages of resistance-coupled audio with 210 output tube, with "pickup" jack. Power plant in cabinet, is 281 half-wave rectifier with two section filter . . . Duplex filament wiring in receiver, for either 227 type or McCullough tubes. Cabinet, two-tone walnut.



Console Model. Two-tone walnut, available with or without phonograph pickup unit. All receivers furnished with pickup unit "input" jack.

7 tubes, three stages of tuned radio frequency amplification, non-regenerative detector, three stages of resistance-coupled audio with 210 tube output. Duplex filament wiring in receiver for 227 or McCullough type tubes.

Power plant within cabinet is 281 half-wave rectifier, with two-section filter.

See Our Exhibit

Booth No. 110, Exhibition Hall
Suite No. 819A-820A



MARTI ELECTRIC RADIO CO., 22 Central Ave., West Orange, N. J.

The Trade in PHILADELPHIA and LOCALITY

Philadelphia Retailers Plan Summer Exploitation Campaigns

Trade Prepares to Offset Usual Summer Slackness by More Aggressive Selling—New Models of Radio Receivers Are Being Shown—Record Sales Hold Up Well

PHILADELPHIA, PA., June 4—Though the seasonal reaction of sales for talking machines brought its customary quieter trend, there nevertheless was a fairly maintained buying interest on the part of the public in the newer types of talking machines, radio and combinations to warrant an optimistic attitude on the part of the dealers towards the future of business. While it is to be expected that a Summertime lull will intervene between the present and Fall, there is every evidence that customers can be secured with the proper sales efforts and specialized means of bringing the talking machines and radios to the notice of the consumers. To this end many dealers are planning Summer activities along concentrated and unbeaten paths such as campaigns in door to door sales drives, direct mail appeal and demonstration of instruments in the homes with exploited Summertime diversions that may be secured through these amusement devices, at the seaside, in the mountain or country resorts.

Record sales are holding fairly well, with popular selections of nationally exploited entertainers the most active of the lists. Now that Winter days are past and the lure of the outdoors calls many to vacation pursuits, the lighter popular recordings are the most salable for the "going away" season. Portables are in demand, and new records that accompany these Summertime machines are likewise being stocked for the hot weather business.

New types of radios are being shown here for the coming Fall stocking with the numerous concerns bringing out the latest improved AC sets. Distributors are preparing their Summer campaigns for these newer radios and are already demonstrating the improved models which

will be the leaders for the anticipated Autumn revival of business.

Ready for Summer

While the trade is preparing for Summertime campaigns, the dealers who compose the membership of the Philadelphia Victor Dealers' Association are looking forward with anticipated pleasure to the big annual gathering of trade associates in the wide open spaces along the Delaware at Kuglers Mohican Club on June 6th when the outing will be given over to a program of enjoyable pastime for the promotion of fellowship and sociability. This year the outing was extended to include the jobbers and dealers who attended the annual sales conference of the Victor Distributors held the week before. A special invitation was extended to the visiting distributors who attended the conferences at the Victor factory to join their fellows in the Quaker City trade at Morris on the Delaware, where the famous Kugler Club is located, and enjoy a day in the open after their labors.

A diversified program of outdoor sports, fun-provoking novelty events, baseball games, swimming races and dinner has been arranged by the committee in charge of arrangements, with Homer Davis, of the George B. Davis Co., as chairman. Others on the committee are A. C. Weymann, Richard Ertelt, H. Royer Smith, Morris Grass, George Witney and President J. Ralph Wilson, of the Association. The sporting events have been arranged under direction of "Captain" Witney who has lined up a retail and wholesale nine to match on the baseball diamond and to test strength in the novelty of a tug-o-war contest. Fat men and lean men will be matched in the running races, with swim-

ming feats and boating for those who like the aquatic sports. The dinner hour will be devoted to feasting on planked shad and other reasonable good things.

Interest in New Columbia Product

The introduction of the new combination radio and talking machine recently perfected by the Columbia Phonograph Co., brought a broad list of buyers into the Philadelphia headquarters at 40 North Sixth street. In the late May days when the new model combination Columbia-Kolster radio was placed on display, the Quaker City branch was kept busy demonstrating the latest type. Orders were freely given after viewing the Model 960 and sufficient advance business secured to take care of shipments from the factory for several weeks to come. The Two Black Crow recordings have been the popular sellers of the Columbia group of artists throughout the month and the May releases on these artists were exceptionally attractive to purchasers of records. The Columbia is starting its big campaign on the Whiteman records during the current month, June 20th being the date set for the exploitation of the Columbia Whiteman renditions in the local retail field.

To Show New Bosh Line

With the mid-June days there will be shown the latest improvements in the 1928 Bosh Radio at the local wholesalers, the Lewis Radio Jobbers, 45 North Seventh street. These new sets are entirely of the 7-tubes, single dial, with push-pull amplifiers, AC electrical types. The complete line will be on display and ready for shipments a month later. Among them is a console model listing at \$295. It has the dynamic speaker.

Displays Feature Panatropo

There was perfected during the past month a special window display of the Brunswick Panatropo under the local branch management of the Brunswick-Balke-Collender Co., 40 North Sixth street. The leading music dealers along Chestnut street featuring the Brunswick were included in the special window attractions designed to aid the retailers in sales of the Panatropo. Those represented on Chestnut street were J. Ralph Wilson, Charles Stieff, Inc., and C. J. Heppie & Son. Heriman's Music Shop, at 1721 Ridge avenue, was another music house featuring the special window attraction.

Weymann Prepares Dealers' Aid

The sales promotion department of H. A. Weymann & Son, Inc., has addressed a number of helpful letters to Victor dealers in the territory during the month. Particularly designed to increase the dealers record sales is a record ordering card evolved by the sales promotion department, attractively printed in two colors and with the dealers' imprint. This card features the Victor record hits of the month and should be mailed out by Victor dealers with the monthly record supplement.

Zenith Exhibit Arouses Interest

In a two-day demonstration convention the Penn Phonograph Co., 913 Arch street, gave first showing of the recently introduced 1928 line of Zenith radios. The demonstration attracted a wide circle of dealers from all sections of eastern Pennsylvania, south Jersey and Delaware, who were most enthusiastic over the latest devices. The programs of the convention were carried out at the Sylvania, where the junior ballroom was devoted to the display of the seven attractive designs that complete the latest Zenith developments, May 28 and 29. Under the supervision of Sales Manager B. Wilson Mayberry, of the Penn Co., sales talks on the new Zenith were given for the benefit of the dealers, who were highly gratified with the

(Continued on page 144)



The New Portable Victrola

Automatic Stop, Orthophonic Type Sound Box and other features make it

THE ARISTOCRAT OF PORTABLES

No. 2-55 - - - - List Price **\$35.00**

Metal Console Table List Price **\$20.00**

To Match

Complete **\$55.00**

Wire, Phone or Mail Your Order for Immediate Delivery.

H. A. WEYMAN & SON, INC.
1108 Chestnut Street - Philadelphia, Pa.
Victor Wholesalers



A revolutionary AC radio by Walbert

*tuned by inductance and entirely
eliminating the variable condenser*

Walbert is today one of the acknowledged builders of fine AC radio. One of the first to introduce AC operation, it is now in its third AC year. During that time it has pioneered some of the most important developments in the AC field.

At the R. M. A. Show Walbert again presents an AC receiver that is fundamentally different.

The new Model—Walbert 77—is a complete unit in itself with self-contained power pack. Operation is controlled by one dial without supplemental controls. It is an eight tube set, with four tuned R. F. stages.

Chief among several novel features in this new receiver is the tuning arrangement. Variable condensers, one of the commonest sources of

trouble in radio, are eliminated entirely. All tuning is by inductance—the acknowledged method of securing equal efficiency at all wave lengths over the entire wave band. Walbert as usual has made this method entirely practical by sound and simple engineering.

This revolutionary feature comes at a time when most manufacturers are inclined to rest on their oars, with the result that receivers are more alike than they have ever been. Walbert 77 is therefore certain to be one of the outstanding receivers of the season.

Walbert 77 will be moderately priced. It will be on display in Booth B-49, and on demonstration during all Trade Show hours in Room 553-A, Stevens Hotel. If you attend the show, by all means see it. If not, write us.

WALBERT MANUFACTURING CO., 1000 Fullerton Ave., Chicago

Walbert Radio

At the R. M. A. Show — Display Booth B-49 • Demonstration Room 553-A, Stevens Hotel



THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 142)

latest improvements and clear receptive qualities of these radios. Others from the sales staff who assisted in the demonstration were J. W. Eagen, Jack Eiler, A. W. Stephens, E. G. Boland and C. W. Taylor, of the local territory. The hospitality of the Penn Co. was extended to the visiting dealers at the luncheons and dinners held during the two days' convention. President Thomas W. Barnhill, of the company, spent Decoration Day with his daughter in Harrisburg, Pa.

Tie-up With Moving Picture

Helpfulness in the way of tie-ups will be freely extended to the dealers by the Philadelphia Victor Distributors, Inc., during the appearance here this month of the moving picture "Ramona," made famous through the literary classic of Helen Hunt Jackson, which will be shown at the Aldine Theatre for four weeks, beginning June 4. Besides the co-operative advertisement in the daily newspapers there will be placed in the hands of the dealers autographed recordings of the artist, Dolores Del Rio, along with those of Paul Whiteman and Gene Austin. These autographed recordings will be given with the first ten purchases of the Del Rio records, while an autographed photo for window display will be presented to retailers who feature this tie-up. Race record dealers will be featured in the co-operative ad of Gene Austin in the Philadelphia Tribune. In addition, there will be at the disposition of the dealers tied in with this exclusively arranged exploitation stunt of the firm, a special poster featuring the Del Rio records to accompany the window photograph. There are to be especially arranged window displays of the Del Rio records, Whiteman and Austin recordings in the department stores during the advertising stunt, and on the stage of the Aldine during the "Ramona" showing there will be concerts on the Victrola with the three records of Del Rio featured to the accompaniment of the Aldine Pit Orchestra. A Victrola also will be placed in the lobby, where continuous concerts will be played daily with these records. "Ramona" records will be shown in the street car displays and public buses. Another big stunt is the city-wide advertising to be effected through a continuous round of the central city of the Stanley Limited Miniature Train, bearing an Orthophonic playing the Paul Whiteman records, while the campaign is under way. Those associated with the staff of the Phila-

delphia Victor Distributors, Inc., who were instrumental in arranging this big exploitation program are Manager Raymond J. Boldt, of the record department; Miss I. N. Groell, Edward Marker, George Jeffers, Frank Hovey, Albert Hughes and Harold Cregar and the Victor Talking Machine Co.

E. S. Germain in Brunswick Post

With the transfer of Manager George A. Lyons, of the Panatrop Division of the Brunswick-Balke-Collender Co., Philadelphia branch, to the branch management at Buffalo, N. Y., the Quaker City headquarters have been placed under Manager E. S. Germain, previously associated with the Cleveland offices as its manager. Other changes effected were the resignation of Hobart A. Hawley and the assignment of his

duties to Theodore Fairchild, who will conduct the record sales promotion, as head of that department; Mary J. Gavaghan, who has been connected with the telephone service, is now order clerk in the record department. Other personnel reorganization was effected in the transfer of Jack Leland from the Baltimore office to the duties of traveler for coal regions as Panatrop representative, succeeding W. T. Wilson, who has severed his connection with the company. Under the newly reorganized Panatrop Division, Manager Germain has promoted a revived program for the promotion of sales of the Brunswick, and will have as his capable assistant, William K. Walbis, who recently joined the staff in the capacity of aid to former Manager Lyons.

Enters Retail Business

Following his resignation from the staff of the Brunswick Panatrop Division, Philadelphia branch, Hobart A. Hawley has joined his brother, Oliver Hawley, in the formation of the firm of Hawley Bros., with store in Williamsport, Pa., for the sale of a general line of musical merchandise and talking machines. The brothers have secured an attractive store at 216 West Fourth street, in the Pennsylvania city, and will feature the Panatrop along with records and other trade wares.

Now a Victor Traveler

James Robinson, who has until recent weeks been associated with the Philadelphia Victor Distributors, Inc., is now connected with the Victor Talking Machine Co., covering the State of Florida as traveling representative.

Louis Buehn's Mother Passes Away

Trade condolence is being extended to President Louis Buehn, of the Philadelphia Victor Distributors, Inc., upon the death of his mother, Mrs. Christina Buehn, whose passing took place in late May. Mrs. Buehn was stricken suddenly on the day following the celebration of her eighty-second birthday, her death, due to the infirmities of her advanced age, being unexpected.

H. Miller in New Post

Howard Miller is now managing the business of Joseph Heims, Inc., 3800 North Broad street, having succeeded Greer Means, whose duties he assumes in conducting the store for the Heims

(Continued on page 146)

Distributors for Eastern Penna. and Southern New Jersey

ZENITH

KOLSTER

"GROW WITH US"
is our slogan, and it expresses
two things:

1. That our business is developed on the seeds of CONFIDENCE, planted by selling RELIABLE merchandise of nationally recognized manufacturers; and by giving our dealers a Service that leaves nothing to be desired.
2. That Trilling & Montague's dealers subscribe to the same business principles in their relationship with their customers in order to "grow with us."

TRILLING & MONTAGUE

WHOLESALE RADIO MERCHANTISERS

N. W. Cor. 7th and Arch Streets

"Grow With Us"

PHILADELPHIA, PA.

Berkey & Gay Radio Furniture

Styles—
Sizes—
Prices—

—to meet every sales need. Cabinets designed to accommodate almost every make of radio set.

Nationally Advertised

This is the only radio furniture made which has a Shop-Mark known for seventy-five years and nationally advertised for forty years. The Berkey & Gay Shop-Mark creates confidence in you and your furniture.

See them at the Radio Show

Berkey & Gay radio furniture will be shown for the first time at the June Radio Show at the Stevens Hotel in Chicago.

Write for Complete Data

Illustrations, prices and terms will be gladly furnished to dealers and jobbers. Address—

H. T. ROBERTS CO.
1338 S. MICHIGAN BLVD.
Chicago, Ill.

RADIO SALES
DIVISION
for
BERKEY & GAY
Furniture Co.



THE most profitable sale in a radio department is the sale of radio furniture. Keep that in mind when you come to the Radio Show. And this—people know that the name Berkey & Gay has meant furniture style leadership for seventy-five years. They are sure to prefer radio furniture that bears this distinguished Shop-Mark.

Furniture's
proudest coat
of arms.



America's oldest
and best-known
furniture trade
mark.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 144)

Corp., dealers in the Victor and radios. A radio service department has been developed, under the direction of Gene Krammes, radio engineer for the Atwater Kent and RCA, featured by the company.

Trilling & Montague Open Branch

Trilling & Montague, Zenith and Kolster distributors, of this city, opened a new branch warehouse and salesrooms at 218 Chestnut street, Sunbury, Pa., recently. The dealers served by Trilling & Montague in North and Central Pennsylvania will thus be greatly benefited and will be enabled to in turn give increased service to their customers.

Besides carrying complete stocks of Kolster and Zenith radio in Sunbury, as well as a line of radio accessories, there has been established a completely equipped service department which is described as a duplicate of the Philadelphia department. Trilling & Montague also point out that other benefits to dealers through the establishment of this new branch are savings in express rates and speedier deliveries. Trilling & Montague also announce that the Kolster Radio Corp., Newark, N. J., has increased its territory to include Luzerne, Cambria and Clearfield Counties, in addition to the territory formerly covered by it in Pennsylvania. Eight lines are now available for dealers to phone in to Trilling & Montague, Philadelphia, headquarters. A new private exchange has been installed and the numbers Lombard 6301-6208 have been assigned. The Keystone numbers remain unchanged.

Takes Over Victor Department

The Victor department of the Gilles store has been acquired by the Shryock Co., 5007 West Wynnefield avenue, as an adjunct to the radio business which the firm has enjoyed for several years. The stock of Victor products is now removed to the Shryock store, where the RCA, Zenith and Majestic radios are stocked.

Holds Business Meeting

The Louis Buehn Co., Atwater Kent distributor, of this city, conducted a brief business session at the "Bungalow Inn" near Morristown for dealers from Bucks and Montgomery counties. J. A. Prestele, district manager for the Atwater Kent Mfg. Co., addressed the gathering and the affair closed with a dinner.

J. A. Fischer Co. Expands

Because of the growing demands for the Valley Forge Main Springs and repair parts and the other specialties made by the J. A. Fischer Co. the headquarters of the firm have been doubled to meet the needs of increased production. There has been added to floor space 9,000 square feet, the company now occupying the second floor and third of the building at 730 Market street. The increased production of the Val Phonic and Riophonic, the latter a popular priced article, which has been gaining rapidly in sales, will give adequate service to the dealers who now feature these extensively for



3 1/2 inches diameter
Patented 1922

Velvoid Record Brush

Ideal for advertising purposes or resale. Write us for full information.

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, Pa.

modernizing old models of talking machines. The new supplement of the Valley Forge catalog, showing the tone arms and reproducers made by the company, has been heavily in demand among the trade. Irvin Epstan, of the firm, is touring the South, while Benjamin Krupnick is looking after the Southern Coast States, and his brother, Martin Krupnick, is making the rounds of New England.

Remodeling Store

Baron's Music Shop is being remodeled for the purpose of providing more floor space for the music house conducted at 1931 North Thirty-first street. The innovations cover larger quarters for the opening of a radio department in the Fall. There will be added the Majestic and other sets along with the Steinite now being stocked.

Buy H. F. Schwoeri Business

Maurice Greenspun and his brother, Frank Greenspun, have acquired the former business of Harry F. Schwoeri, 2126 North Front street, and will conduct the store as the Kensington Music Co. There is carried a general line of musical goods, rolls, records and the Victor talking machines. The business has been expanded under the present ownership.

Await New Sparton Line

By mid-June days there will be on display at the headquarters of the local wholesalers of the Sparton radios the complete new 1928 models of the AC sets made by the manufacturers and distributed here by the J. V. Kane Co., 3137 North Broad street. There are six new models in the line just placed on display, and these will be ready for the trade by July 1, when shipments are available.

Brunswick Sales Meeting Held

George A. Lyons, district manager of the Brunswick Philadelphia branch office, recently held a sales meeting of his entire force, at which the new Brunswick portable phonograph was introduced, and the salesmen were instructed in all of the features of the new instrument. Mr. Lyons reports that the meeting was one of the most enthusiastic and successful that have ever been held in the Philadelphia office. One of the features of the meeting was a talk on records by Mrs. Florence Haenle, of the promotion department of the Brunswick Co., who represented the general office, and Sidney Schwarz, special representative.

The following members of the Philadelphia Brunswick organization were present, reading from left to right: F. Conover, record and technical service; F. H. Espey, salesman; John

Newbuck, salesman; H. E. Morseburg, salesman; F. Haenle, Chicago representative, W. H. Waldes, assistant to Mr. Lyons; I. H. Brook, manager, Atlantic City Exposition; M. R. Walanka, salesman; H. A. Hawley, record man; Fred Binder, foreign language salesman; E. E. Neil, branch manager; W. S. Wilson, salesman;



Brunswick Sales Meeting

George A. Lyons, branch district manager; M. Greensbein, salesman; Lee Shepart, office and credit manager; Sidney Schwarz, special representative.

News Gleanings

Ballen, which recently has been renamed Ballen's Modern Musical Shop, has been incorporated for the purpose of developing the business formerly under sole proprietorship of Jacob Ballen. The business is now conducted along broader lines at the old address, 2144 North Front street. The officers under the incorporation are President M. Halpert, Vice-President D. Copper, and secretary and treasurer, Jacob Ballen. There are carried in stock besides a complete line of musical merchandise the Columbia and Brunswick, RCA, Kolster, Steinite and Freshman radios, sheet music, rolls and records.

Charles Moss, who long has been linked with the music trade of the Quaker City, is confined to his home with a complicated illness.

Deliveries of the new Majestic radios have been started by the local jobbers, Peirce-Phelps, Inc., 224 North Thirteenth street. There are on display at the headquarters of the firm here the complete line of four models which have been introduced to the dealers during the past month.

Promotion of the sheet music department has been featured in a special letter sent to the dealers by M. Grass & Sons, wholesalers of sheet music, with headquarters at 27-29 South Sixtieth street, and dealers in talking machines and musical instruments.

ZENITH
RADIO

and

Majestic

—All Set and on the Mark for the 1928-29 Radio Season
Let Us Tell You About the New Sets

Penn Phonograph Co., Inc.

913 Arch Street

Established 1898

Philadelphia, Pa.

Majestic

RADIO

Let us demonstrate this wonderful and entirely new line of radio to you.

PEIRCE-PHELPS, Inc.
224 N. 13th Street PHILADELPHIA

European Schubert Contest Winners

Prize Winners from Six Zones Selected by Judges—Compositions of Winner Sent to Vienna for Jury Meeting

Following the announcement of the three American prize-winners in the International Schubert Contest, details of which appear in another section of this issue, the Columbia Phonograph Co., sponsor of the Schubert Centennial, made public the names of the winners from the European zones. All of the compositions which were selected as being the best are being sent to Vienna for the International Jury meeting where the grand prize of \$10,000 will be awarded, making \$20,000 in all paid by the Columbia Co.

The awards in the foreign zones are as follows:

Germany: First prize, Herman Wunsch, of Berlin, for

symphony; second prize to Kurt von Wolfurt, a pupil of Max Reger, for variations on a theme by Mozart; third prize to Joh. C. Berghout, of Holland, for symphony.

Scandinavia: First prize, Kurt Atterberg, of Sweden, for a symphony; second prize to Irgens Jensen, of Norway, for a Passacaglia; third prize to J. L. Emborg, of Denmark, for a symphony.

France: First prize divided between Henri Ryder and G. Guillemotau, both living in the same town in France; second prize to Martz; third prize to Otto Rippli, of Basle, Switzerland. All of these prize-winning works are completions of Schubert's Unfinished Symphony.

Russia: First prize to Michail Tselernow for a symphony; second prize to Wassily Kalafati for a Legend. Both prize-winners are professors at the Leningrad Conservatory.

Poland: First prize to Czeslaw Marek for a symphony; second prize to Witold Maliszewski for completion of the Unfinished Symphony; third prize to Karol Jan Lampe for a symphony.

Italy: First prize to Enida Damian for a symphony; second prize to Bona Ventura Somma for a tone poem; third prize to Pietro Montani for a symphonic suite.

The following have been named as the delegates to the International Jury Meeting of the Schubert Centennial Contest; United States, Walter Damrosch; England, Professor Donald

Francis Tovey; Spain, Adolf Salazar; France, Alfred Bruneau; Italy, Franco Alfano; Germany, Professor Max Von Schillings; Scandinavia, Carl Nielsen; Poland, Emil Mlynarski; Russia, Alexander Glazunoff.

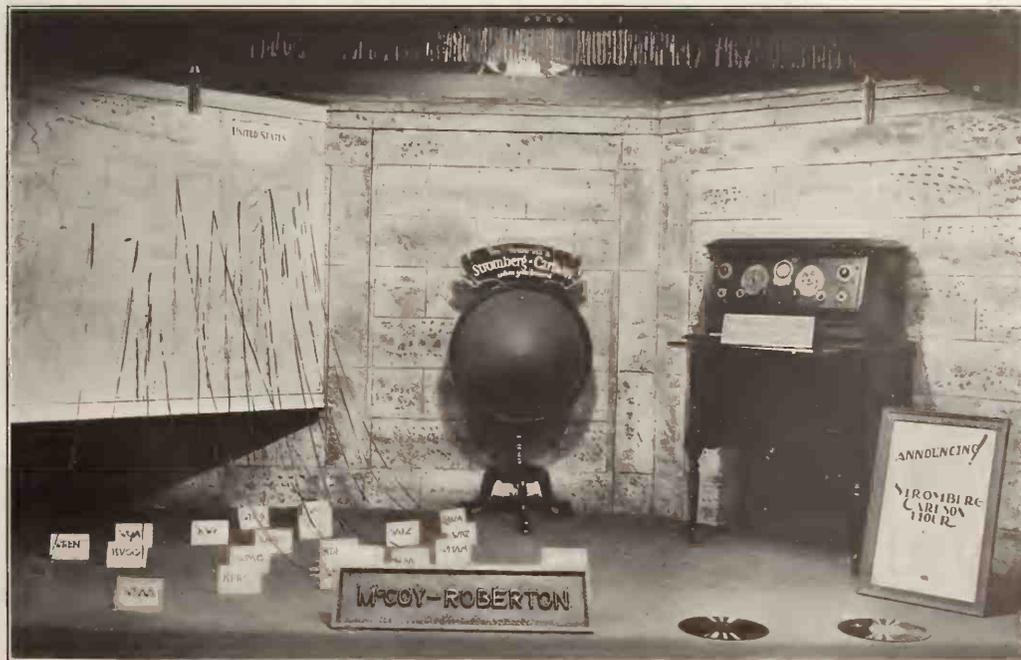
The Committee on International Relations of the Schubert Centennial, comprising Louis Sterling, chairman, James M. Beck, Frederic R. Coudert, John H. Finley, and Charles E. Hughes, is in receipt of advices from European chancellories, approving the selection of November 18 to 25, as the date for Schubert week. This date has been agreed upon after consultation between the various foreign committees, organized by the Columbia Phonograph Co., sponsors of the Schubert Centennial, as a result of which the world tribute to Franz Schubert will take place at the same time throughout twenty-six countries.

Borkman Discontinues Loud Speaker Line

The Borkman Radio Corp., Salt Lake City, Utah, has discounted its loud speaker line and is concentrating on mechanisms for radio and electrical mechanical operation, both for home and public address purposes. This information was given to The Talking Machine World representative by G. F. Borkman, head of the company, who stated that his organization intended to market a line of quality mechanisms containing several new departures in the near future. Samples of the balanced unit type, with permanent magnetic assembly for air column purposes and designed for power operation are now available through the following Borkman representatives: P. M. Dreyfuss, Inc., New York City, James W. Reagan, Chicago, and Acoustical Development Corp., also of Chicago. The Borkman Radio Corp. formerly manufactured radio loud speakers known by the trade name "Velvet."

Gold Seal Field Growing

James W. Duff, president of the Gold Seal Electrical Co., Inc., New York, recently returned to the executive offices of the company from an inspection trip in the Chicago territory. He reported that the Gold Seal zone merchandising policy is rapidly expanding in that territory. Gus Binder, central division manager, is in charge of the Chicago district for Gold Seal.



THE McCoy-Robertson Co., Stromberg-Carlson dealer of Milwaukee, Wis., recently devoted its entire large display window to a most effective tie-up with the broadcasting activities of the Stromberg-Carlson organization. As can be seen from the accompanying photograph, small signs leading from a large map of the United States give the call letters of the twenty-one stations which participate in the weekly Stromberg-Carlson programs. The receiver and the speaker at the right emphasize the tie-up between the program and the merchandise.

Appointed Carryola Coast Distributor

Leo J. Meyberg Co., of San Francisco and Los Angeles, Will Cover the Entire Pacific Coast Territory

The Leo J. Meyberg Co., with headquarters in San Francisco and Los Angeles, has been appointed distributor of Carryola portable phonographs for the entire Pacific Coast. This appointment became effective May 14 and negotiations were concluded between Ray Reilly, sales manager of the Carryola Co. of America, Milwaukee; A. H. Meyer, vice-president, and H. E. Sherman, Jr., vice-president, of the Leo J. Meyberg Co.

The Meyberg organization is also distributor for the products of the Radio Corp. of America and the Magnavox Co., and is one of the

most prominent distributing firms on the Pacific Coast. A staff of forty men cover the Coast territory, maintaining close contact with its dealers. In addition to the San Francisco and Los Angeles offices, branches are maintained in Oakland, San Diego, Sacramento and Fresno. Each of these branch offices is operated under the supervision of a sales manager and the men in charge of each office are A. O. Rew, Los Angeles; H. D. King, San Francisco; Dean Herrick, Oakland; J. A. Hanafin, Sacramento; T. N. Slocum, Fresno, and J. F. Duff, San Diego. In co-operation with the Meyberg Co., the Carryola Co. of America will sponsor a display of Carryola portable phonographs at the International Pageant of Music, to be held for two weeks, starting June 18, in Los Angeles.

A. T. Murray, president of the American Bosch Magneto Corp., Springfield, Mass., recently returned to his desk from a five-week European trip which was partly a vacation.

A. V. Anthony Is Radio Sales Director

Appointed to Manage Sales of Radio Division of Art Specialty Co.—Announces Appointment of New Distributors

The Art Specialty Co., Chicago, manufacturer of a complete line of wrought iron consoles and benches to accommodate RCA, Atwater Kent,



A. V. Anthony

Crosley and other radio receivers, recently announced the appointment of A. V. Anthony as sales director of the radio division. Mr. Anthony has been prominently associated in the past with several nationally known manufacturers and is ably equipped for his important new position.

Sensing the popularity of wrought iron consoles, the studios of the company, after months of careful experimenting and designing, have announced their developments in this field to the trade. Up to the present time Art Specialty Co. has designed individual consoles to accommodate RCA, Atwater Kent and Crosley receivers, and consoles for other makes of radio sets are being designed and will be announced shortly. The firm has manufactured wrought iron novelties for the past eight years, selling its products to the furniture trade, where it is known as a creator of individual wrought iron novelties.

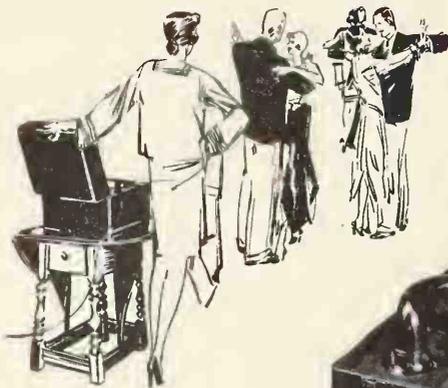
Mr. Anthony has announced the appointment of the National E. & A. Supply Co., Peoria, Ill.; Nebraska Buick Auto Co., Lincoln, Neb.; Noll Electric Co., Omaha, Neb., and the Taylor Elec. Co., Madison, Wis., as distributors for its products. In announcing these appointments he stated: "We are exercising precaution in selecting our distributors as we feel that distributors must believe in the idea that the basis of success in any line means service. We know that the appointments already announced will afford the dealer trade every co-operation possible, not only from the standpoint of supply, but affording the co-operation necessary to promote the sale of our line to their dealer trade."

Columbia Church Concert

NORFOLK, VA., June 6.—J. Enos Cuthrell, Columbia dealer of this city, recently arranged for a concert of sacred music at the Church of Christ, given on the Columbia-Kolster electric reproducing phonograph. The instrument was placed on the pulpit in full view of the congregation and programs were distributed listing the records played.

The Seiberling, Lucas Music Co., Portland, Ore., has been dissolved, with Frank Lucas taking over the retail business at a new location, and F. A. Seiberling carrying on the wholesale end of the business.

WANTED by your customers



A quality electric portable
The **COMPACT**

\$55 (list price)

Skillfully planned and splendidly made to the smallest detail. Universal motor operates on A-C or D-C

"You have to wind them so often." This objection to most portables becomes your strongest selling feature of the COMPACT. Its drive is *electric*.

More, the motor is noiseless, with no annoying h-m-m-m. And it is truly portable, operating on either A-C or D-C.

Skillfully planned and splendidly made to the smallest detail, yet only \$55 list, the COMPACT is certain to have a wide appeal and sale.

Be the first to show it. Write now for discounts.

L. S. GORDON COMPANY
1800 MONTROSE AVENUE · CHICAGO

STUDNER BROS. INC., 67 W. 44th St., New York City
National Sales Agents

THE LINE OF DISTINCTION

McMILLAN

TRADEMARK REG. U.S. PAT. OFF.

ELECTRIC
offers

A New Line - - - New Values

A mechanical achievement—a tonal triumph! That's what everyone is saying about the new McMillan. And more than this—it's a set in style and price well within the range of popular demand.

Concentration upon a few definite cabinet styles makes possible such outstanding values. Exclusive McMillan furniture combined with the extremely sensitive, perfectly engineered new 8-Tube McMillan receiver, makes a combination that will sell on sight anywhere. See the full display at the R. M. A. show, or write for complete information regarding discounts and McMillan EXCLUSIVE FRANCHISE offer. Here's the radio opportunity you've been seeking!

McMillan Radio Corporation, 1421 S. Michigan Ave., Chicago

Prices Ranging
from
\$160 to \$285

Combines These
12 Distinctive Features

- AC Operation
- Eight Tubes
- (4 Radio Frequency, completely shielded Detector and 3 stages audio frequency, push-pull amplification).
- Tremendous volume without distortion.
- Extreme sensitivity.
- Entire set is built upon rigid steel frame.
- Uses full wave rectification.
- Low power consumption
(Cost of operation is just equal to burning one 60-Watt Lamp at the time set is turned on.)
- Exclusive cabinet designs.
- Latest creation in speaker construction.
- Licensed under R. C. A., Hazeltine and Hogan Patents.
- Low original cost.



THE WARWICK

Combining unusual grace of line, this console promises unprecedented popularity. Its features are: Compactness and accessibility; the last word in design—unrivalled tone. Height, 52"; width, 26½"; depth, 17½"; shipping weight, 120 lbs. Surfaces veneered with fiveply walnut. Top proper of fiddle-back walnut with accentuated cross-fire; doors in four-way match, highest quality American walnut, satinwood below. Reversible gunmetal hinges. Unequaled quality of reproduction.



THE WESTMINSTER

Exclusive McMillan model. Unmatched beauty of finish—surfaces of finest American walnut. Top proper, fiddle-back walnut veneer, showing close cross-fire. Latest design speaker of unmatched tonal quality. Doors in two-way matched figure, divided in center by bead. Reversible gunmetal hinges. Instrument fits into sliding drawer at top of interior. Height, 51"; width, 26½"; depth, 17½"; shipping weight, 120 lbs.



THE YORK COMBINATION

The York table and cabinet combination fulfills a very definite need in the American home. Compact and exceptionally flexible—essentials particularly demanded by the smaller apartments and houses. The table design matches cabinet in every respect for quality and beauty. Carefully selected American walnut, especially treated for finish. This is a real radio-musical instrument. Built-in speaker of exceptional tone quality. Height, 39"; width, 27"; depth, 16"; shipping weight, 95 lbs.



THE WESTCHESTER

Simple, compact—another exclusive model American Walnut of finest grade on top and front panel. Bevelled corners, exquisite shadings and a general note of richness combine to make it a striking piece of furniture. Height, 10"; width, 25"; depth, 16"; shipping weight, 40 lbs.

SEE US AT THE R. M. A. SHOW, SPACE B-79 AND DEMONSTRATION ROOM 557-A

Edison Combines With Splitdorf-Bethlehem, Entering Radio Field

(Continued from page 32a)

ticular significance for the reason that although Mr. Edison has been watching radio developments carefully, and is understood to have experimented somewhat in that direction himself, he hesitated to make any premature move until sure that the results achieved would be completely satisfactory from every angle. Moreover, it is the first time that Mr. Edison, or the company controlled by himself and his family, has ever entered into a merger of interest with another concern.

The two companies are to retain their physical identities and separate financial status. Charles Edison, son of Thos. A. Edison, and the president and director of Thos. A. Edison, Inc., together with Arthur L. Walsh, vice-president and general manager of the phonograph division of the Edison interests, will become directors of the Splitdorf Co. Chas. M. Schwab, the steel magnate, is a director of the Splitdorf Co., his brother, Edward H. Schwab, being chairman of the board of that company. Walter Rautenstrauch, president of Splitdorf, Fellow of the New York Academy of Sciences, and a professor at Columbia University, will become consulting engineer of Thos. A. Edison, Inc.

The combined patents of both companies, as well as the licensing arrangements with the Radio Corporation of America, will be pooled for manufacturing purposes, it is stated. Thos. A. Edison, Inc., pioneer in the manufacture of phonographs, established by Thos. A. Edison, the inventor of that instrument, not only makes phonographs and the Ediphone, but storage batteries and many other products, in its plants at Orange, N. J., valued at more than \$7,000,000, and with about 5,000 employees. The Splitdorf Co., which was founded in 1858, and at present represents a merger of the Splitdorf Electrical Co. and the Bethlehem Spark Plug Co., in addition to making successful radio receivers and speakers, also enjoys a large production of electrical equipment for automobiles, electric motors, etc., and operates a number of plants located in Newark, N. J.; Bethlehem, Pa.; Detroit, Cedarburg, Wis., and Toronto, Ont.

The exact manner in which the new arrangement will work out in relation to the development of phonograph and radio products will be announced at an early date.

In commenting upon the new arrangement Chas. Edison said:

"Thomas A. Edison, Inc., has always conducted long and careful researches before introducing any product bearing its name to the public. The radio art is a new one and it was not until we felt assured from long and

careful research that we were willing to enter into the manufacture and sale of radio appliances and equipment. In our research work along these lines it was but fitting and proper that we should develop an arrangement with the Splitdorf companies, who themselves have been pioneers in this field."

Walter Rautenstrauch, speaking for the Splitdorf interests, said that the "association of the Edison and Splitdorf interests in the field of radio and electrical phonographs was but the

natural outcome of the experience and objectives of these organizations to take a strong position in this important electrical industry. The long years of experience of both companies as manufacturers of electrical products, together with their research and engineering laboratories, as well as their merchandising facilities, will contribute materially to the stabilization of what has now become an important industry."

Arthur L. Walsh states that the new line of radio sets and phonograph-and-radio combinations is already in production. A detailed announcement of the new models and specifications will be forthcoming shortly. Naturally the line will be the last word in radio efficiency and the cabinet designs will be noteworthy examples of the furniture art.

Otto Heineman to Devote Entire Time to Okeh Phonograph Corp.

(Continued from page 32f)

with the phonograph needle industry for many years and is a leader in this important branch of the industry.

Mr. Heineman's history during the past fourteen years has kept pace with the phonograph industry except that he and his company surmounted conditions which proved impossible handicaps to many other manufacturing organizations. In December, 1914, Mr. Heineman commenced business at 45 Broadway, occupying a few rooms for the merchandising of talking machine accessories. For ten years prior to that time he had been managing director of Carl Lindstrom A G, one of the world's foremost phonograph and record manufacturers. In 1915 the business was incorporated as the Otto Heineman Phonograph Supply Co. and the name was changed in October, 1919, to the General Phonograph Corp. In the twelve and a half years that Mr. Heineman guided the destinies of the General Phonograph Corp. he gained for his organization the esteem and respect of the entire industry as well as a tremendous sales volume that increased year after year. The General Phonograph Corp. was very successful financially until the business panic of 1920 struck a vital blow at the phonograph industry, with similar conditions throughout 1921 and 1922. At that particular time the General Phonograph Corp., in common with other organizations in the industry, was heavily involved in an expansion program which included the construction of new buildings and other important development plans and on June 30, 1920, the company found itself indebted to bondholders, merchandise creditors and banks to the amount of \$4,500,000.

Referring to those days of problems and troubles, Mr. Heineman very modestly says: "With the help of able associates who had con-

fidence in the future, the General Phonograph Corp. has paid in the years following the crisis all outstanding bonds, all outstanding merchandising creditors in full and the remaining banking indebtedness to-day is only a comparatively small amount and this banking indebtedness is well secured." To those who have followed the destinies of the General Phonograph Corp. over a period of years it is a known fact that Mr. Heineman was primarily responsible for the remarkable record made by the General Phonograph Corp. in liquidating its indebtedness of over \$4,000,000. It was through his faith in the industry and under his inspirational efforts that every factor of the organization performed commercial and financial miracles which won the commendation of bankers and industrialists as well as the phonograph industry itself.

In advising the trade that in the future he will devote all of his activities to the Okeh Phonograph Corp., Mr. Heineman concluded as follows: "I am glad to have an opportunity to thank all my friends in the United States as well as those abroad for the wonderful help they have given me all these years and especially for the help extended me during those difficult times when friendship was most needed."

New Capehart Chicago Office

The Capehart Automatic Phonograph Corp., Huntington, Ind., manufacturer of the "Orchestra," coin-operated phonograph, has established its Chicago district office in the Lyon & Healy building, 64 East Jackson boulevard, in suite 613-614. F. W. Barnholdt, Chicago district manager, is in charge of the new office, where the "Orchestra" is on display.

The NEW SEVEN TUBE

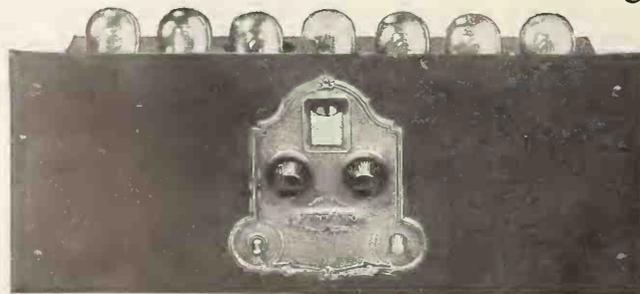


ELECTRIC CHASSIS

Self-Contained

Power Amplification

PIERCE-AIRO Chasses have a country-wide reputation as money makers for dealers because the dealer can supply his customers with the best in modern socket power receivers at a moderate cost, and the customer can choose a cabinet or console to meet his individual taste and financial circumstances.



Fits All Standard

Cabinets and Consoles

The new PIERCE-AIRO Electric Chasses will be on display at the Hotel Stevens, during the Chicago Trade Show. Don't fail to see them. Write today for prices, discounts and detailed specifications.

PIERCE-AIRO, Inc.

123 Fourth Avenue
New York City

RADIO FURNITURE of DISTINCTION



Model 32
List Price
\$69.50

MODEL 32 is the finest cabinet and greatest value we have ever offered. A high quality cabinet in every respect. Top, ends, doors and panels made of fine walnut veneer, beautifully finished in walnut or mahogany. RCA 100-A speaker is included and mounted according to specifications, giving clear and distinct tone. Complete with cable extension, speaker cable and extra switch wires.

Dimensions: Height 38½" Length 24½"
 Depth 14" Panel 7"x20"



Model 18-A
List Prices
\$50 with speaker
\$25 without speaker

Spinet Chest with speaker compartment and RCA 100-A speaker unit installed. Completely assembled. Note the attractive stretcher which adds greatly to the rigidity of the cabinet and its appearance.



Model 17-A
List Price, \$15
Cabinet Only

Solid top and speaker compartment. The dainty stretcher adds to appearance and strength. Shipped assembled. Provision made to mount RCA 100-A speaker easily and efficiently.

Many other new numbers and designs will be exhibited at the RMA Trade Show. See us at Booth 15 in the Trade Show and Room 509 in the Stevens Hotel.

H. L. HUBBELL

59 Market Avenue, N. W.

Grand Rapids, Mich.

**Meet
us at
36!**

THE Radio Trade Show opens—and Sterling enters its 23d year of service and profit to the electrical and radio industries.

As has already been hinted to the trade, Sterling will show new items which will be demanded by purchasers of practically all the newest types of radio outfits.

This means immediate sales, quick turnover and clean profits during the usual summer slump. And Sterling will be ready to deliver.

Come to the Sterling booth with full confidence that you will find . . .

→ *new products in step with the latest demand.*

→ *stable year 'round sellers in testing equipment and power supply units.*

→ *merchandise built on experience, sold on performance . . . radio merchandise that brings its price—the year through.*

If you think these make for dollar-profits, meet us at booth 36.

Sterling
dependable
radio
products

OUR engineers will explain some of our newest products in demonstration room No. 225, 5th floor, Hotel Stevens.

THE STERLING MFG. COMPANY
Cleveland, Ohio

A. Atwater Kent Sees Radio's Best Season

President of Atwater Kent Mfg. Co., in Optimistic Statement, Declares Belief This Will Be Biggest Year

PHILADELPHIA, PA., June 2.—A. Atwater Kent, president of the Atwater Kent Mfg. Co., of this city, is entirely optimistic over the outlook for radio in the United States this year. In a recent statement issued by Mr. Kent he stated:

"I foresee a big radio year. There was great advancement in every division of radio in 1927. There is now stabilization in every field of the industry. I believe more radio sets and speakers will be sold this year than in any year before. One reason for this is the general acceptance of the AC, or house current, set, for which batteries are not required. There will be many replacements of battery sets with house current sets everywhere except in sections where alternating electric current is not provided.

"Another reason for my optimistic view is that broadcasting facilities have been vastly improved. Another is that manufacturers are turning out reliable sets and equipment, simplified in operation and maintenance, and at reasonable prices. The purchasing public need no longer hesitate to buy radio receiving sets, either because of unsatisfactory broadcasting conditions or because of uncertainty as to the quality and character of the set.

"Radio has become permanent just as have the automobile and airplane industries. The potential value of radio to every phase of our lives, from the lighter side of entertainment to the more serious side of our daily business and education, can not well be estimated."

Cohen & Hughes Co. New Firm Formed

Organized to Succeed Cohen & Hughes, Inc.—Will Distribute Radio and Music Lines in Wide Territory

BALTIMORE, Md., June 4.—Cohen & Hughes Co., a new corporation, has been formed in this city to succeed Cohen & Hughes, Inc., which formerly distributed Victor products. The new company will distribute the products of a number of leading manufacturers in the radio and music fields in the States of Pennsylvania, Maryland, Delaware, District of Columbia, Virginia, West Virginia and North Carolina. Temporary offices have been established in the Calvert Building.

Lifton Announces Four New Portables

Four new models of portable phonographs have been announced to the trade by the Lifton Mfg. Co., New York, under the Bellphonic trade-mark. Model No. 7, leader of the Bellphonic line, is equipped with a wood tone chamber, 52 inches long, of violin type construction. It has a snake tone arm and special reproducer. It is covered in genuine DuPont fabrikoid in four colors. The top and record album are finished in two-tone decorations. The General Industries Flyer motor is standard equipment. This model lists at \$25. The three other models are listed at \$12.50, \$15 and \$20, respectively.

It has been announced that Arthur J. Engel has been appointed sales representative of the Bellphonic line of portables in the Middle West and Southern territories. Mr. Engel is well known to the trade in that field.

Morey-Hotton Co. Lauds Bosch Policy

Detroit Distributor Writes American Bosch Magneto Corp. Stating Reasons for Deciding to Distribute Line

Expressing the enthusiasm of the organization about Bosch radio products, the Morey-Hotton Co., Inc., of Detroit, Mich., distributor,



A. R. Morey

recently wrote to the Chicago office of the American Bosch Magneto Corp., stating reasons for their decision to distribute Bosch radio. R. K. Currie, sales manager, said that the American Bosch Magneto Corp. satisfactorily met their desires along two important lines.

"We wanted a manufacturer that had been in business for some time, was equipped to manufacture high-class receiving sets, and had a



R. K. Currie

policy which was well recognized by all leading dealers. Next we desired a manufacturer that took an interest in its dealers not only from a service standpoint, but that knew what real cooperative advertising meant to the distributor and dealer, and had the financial responsibility to conduct advertising programs which would make them foremost in the radio field."

The Morey-Hotton Co., Inc., is one of the outstanding electrical appliance jobbers in Michigan. A. R. Morey, president, has been associated with lighting fixture illumination for over twenty years, and is one of the best-known lighting engineers in the country. R. F. Hotton, vice-president, was with the Detroit Edison Co. for seventeen years, and is widely known to Michigan dealers. R. K. Currie, sales manager, has been with the trade for years.

Herbert H. Frost Tells Music Merchants of Radio's Appeal

Recently Nominated President of RMA, in Address Before National Association, Touches Upon Improvements—Chaos in Industry Is History

Speaking before the National Association of Music Merchants at the 27th Annual Convention at the Hotel Commodore, New York, on June 5, Major Herbert H. Frost, recently nominated president of the Radio Manufacturers' Association, said in part as follows:

"The radio receiving set, now as easily operated as a phonograph and as free from need of attention, is an ideal musical instrument for the music dealer to offer to his customers. In addition, the public has become not only educated to the value of radio in the home, but it wants the latest model with the most modern improvements. So the number of sales is increasing, with the purchase by those who have no set added to the sales of those who want the latest, and the music merchant is ideally equipped to make the most of this thriving business.

"The simplified tuning, the elimination of batteries and the improvements in mechanical design and sturdy construction, make it as convenient to carry a stock of radio receivers as of phonographs. The music dealer has a business well established in his town, he is organized to sell on time payments, and he has a staff of salesmen who are accustomed to selling high-grade instruments. Good management is the answer to many of the radio dealers' problems, and the music merchant, with years of experience behind him, has a decided advantage there. Some of the biggest music stores in America are among the best radio outlets in the industry.

"The music dealer is well protected in his franchise by the leading manufacturers. The early chaotic conditions of the market are now practically gone. It has settled down to a few leaders, who are responsible and dependable organizations.

"The seasonal character that has marked the industry is rapidly disappearing with the improvements now to be found in receiving sets and with the unusual broadcast features in the Summer which the public does not want to miss. This Summer, for instance, the national political conventions will be broadcast and most of the country will gather around radio sets to listen. The leading regular features on radio programs are now being continued throughout the Summer, and as a result reports were heard from dealers last Summer that their business continued to thrive through the warm weather.

"The music dealer is a natural outlet for radio receivers because they are now recognized as musical instruments electrically operated and he can sell them on a basis of tone quality and name value, as he sells other high-grade instruments. A service department is his only change in handling radio, and his work along that line has been greatly lessened and simplified by modern construction methods being used in leading radio factories. Sets are now being built so that the occasional replacement of a tube is the only service required in most cases.

"Radio has attained that place in merchandising where the public is so educated in the use of the article that they have opinions of their own and certain sets have certain reputations which do not always agree with the glowing terms used in the advertisements. This is the time when the name of a recognized, responsible company and the name of a proved radio set are valuable trade-getters in the windows of such well-established merchants as music dealers who have sold high-grade instruments for years and have a reputation of good standing themselves.

"If music dealers will investigate the reputations of the most prominent radio sets on the market, and the records of the manufacturers as to past accomplishments and financial backing, they are sure to choose a line of radio receivers which they will be proud to recommend as they now endorse their stock of pianos, and they will find at the end of the year that their caution was profitable to them."

Taylor C. White has assumed the management of the Fitzgerald Music Co. store at Glendale, Cal., succeeding Mr. Sawhill, who has been transferred to the company's Los Angeles establishment.

Changes Firm's Name to Kieselhorst Co.

E. A. Kieselhorst, President of the Company, Feels That New Name Is More Appropriate Because of Lines Carried

St. Louis, Mo., June 5.—The Kieselhorst Piano Co. has made application to the Secretary of State of Missouri to change the corporate title of the company to the Kieselhorst Co., the officers and directors of the company to remain as before.

In announcing the change of name E. A. Kieselhorst, president of the company, said: "Inasmuch as our corporate powers are very broad, and as we are selling at retail or wholesale, or both, a diversified line of musical merchandise, including pianos, phonographs, radios, player rolls, records, cabinets, movie cameras, etc., we feel that the new corporate title of the Kieselhorst Co. will be more apropos."

WHY OTTAWA?—

Because your customers demand *tone—volume—range—beauty of design*. You can more than meet that demand with

Model 55 OTTAWA SPEAKER

The latest addition to the OTTAWA Line

—AND you won't have to wait for deliveries. We are ready now!

EYE VALUE

Model 55 matches more radio receivers in finish and reproducing characteristics than any other speaker on the market. Finished in genuine natural grain butt walnut or beautiful Adam brown mahogany, dull rubbed finish.



Model 55. Ottawa Speaker, Colonial Design. Price \$35

EAR VALUE

Volume control by mechanical or electrical devices has proved unsatisfactory on many receivers due to loss of tone quality by reducing volume. Tone modulation by use of doors is undeniably the superior method of sustaining tone quality at a whisper.

YOU ARE WELCOME IN OUR ROOMS 1604A-5A-6A-7A-8A
RADIO TRADE SHOW—HOTEL STEVENS

Height - - 26½"
Length - - 32½"
Depth - - 13"

Legs detachable at lower shelf, making small, compact container possible.

Shipping weight, 41 pounds.



Model 310. Ottawa Speaker Table. Walnut or Mahogany. Price, \$35

Most useful speaker table ever designed. To be used as extra speaker, end-table, book-rack, reading table or for any table model radio receiver.

The Most Remarkable Radio Table Value on the Market!

Manufactured by

OTTAWA FURNITURE COMPANY

HOLLAND

SANFORD BROTHERS

MICHIGAN

CHICAGO
30 W. Walton Place
CHATTANOOGA
615 Broad St.

National Sales Representatives
Ann Arbor, Michigan
General Sales Office
Radio Division

SEATTLE
American Bank Bldg.
SAN FRANCISCO
311 Minna St.

Columbia Signs Two Dance Orchestras

Emerson Gill and Thelma Terry Dance Aggregations Recording Exclusively for Columbia Phonograph Co. Catalog

Two new dance orchestra recording aggregations recently joined the list of exclusive Columbia artists. They are Emerson Gill and His Bamboo Garden Orchestra, Cleveland's favorite dance ensemble, and Thelma Terry and Her Play Boys, popular dance artists, at Atlantic City last season.

Emerson Gill led an orchestra when he was a student at Ohio State University and won such popularity that he was asked to play

at the opening of the Bamboo Garden, one of the city's leading restaurants. That was five years ago and he has been a permanent fixture there since. His most recent Columbia release couples "Will You Be Sorry?" and "That's What I Call Keen."

Thelma Terry, woman dance conductor, and her aggregation are now playing Dallas and Houston, Tex., having four-week engagements in each city. Miss Terry, in addition to leading the orchestra of eleven men, plays string bass herself.

The Radio Equipment Co., South Bend, Ind., was recently incorporated with a capital stock of 1,000 shares of no par value to deal in musical instruments and radio equipment. The incorporators are Fred A. Sunderlin, M. Edward Doran and A. M. Willis.

Commerce Assn. Music Committee

A new music committee of the Chicago Association of Commerce has been appointed as follows: Roy Cook, general manager, Cable Piano Co., chairman; Chas. E. Byrne, vice-president, Steger & Sons Piano Mfg. Co., vice-chairman; James T. Bristol, Bankers' Commercial Security Co.; E. R. Farny, Chicago manager, Rudolph Wurlitzer Co., and W. C. Griffith, president, Chicago Talking Machine Co. A new plan for the selection of committees was adopted by the Chicago Association of Commerce this year at the annual meeting. Instead of elections, as heretofore, the members were selected by association officials.

As Conceived by GREENE Engineers

Super AC Reception

The ULTIMATE in Radio Power

meeting the 1928-29 demand of 4,200,000 DC Set-Owners



The Great GREENE Line for 1929—built to win. One of the foremost engineering achievements exhibited at the 1928 RMA Trade Show. Important new Radio Power advancements—beyond Compare—for troublefree AC light-socket radio at lower operating cost.

Insured Leadership in Sales.

Greene leadership in Advanced Design, responsible for phenomenal sales growth last season, has scored again. For two years—with each new improvement in DC and AC tubes—Greene engineers have kept abreast with countless experimental designs and tests, seeking complete abolishment of AC component and line voltage noises characteristic of so many AC receivers, which has retarded more rapid acceptance of "all-electric" radio.



Today—the Ultimate in Radio Power is startling reality.

In all radio history, no other known source of receiving-set power has equaled the Great GREENE Line for 1929. For simplified FOOLPROOF operation, amazing performance and unflinching dependability—these Great GREENE devices symbolize uncontested supremacy.

No Radio is Obsolete when Powered the Great Greene Way.

Whether newest AC-tubes or less expensive DC-tubes are used, there is a special GREENE A, AB, and ABC Unit—batteryless and entirely DRY—for scientifically converting radio-receivers of every type to AC (alternating-current-from-the-light-socket) operation.

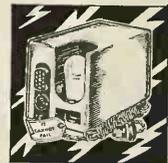


For Distributors and Dealers.

Here are power devices for Super-AC-Reception and "over-the-counter" selling. Any novice can install them. By concentrating selling efforts on this line you secure total elimination of the service problem, plus definite profits. Use the coupon.

For Manufacturers and Set-Builders.

The Great GREENE AC Syncrofilters permit correct application of AC-tube sales advantages to any surplus or "trade-in" battery sets now unsold. Send for full particulars. Use coupon.

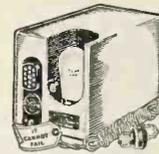
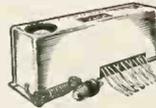


A Model for every type of RADIO



Fits Inside of ANY Radio Cabinet

Small, compact AC Syncrofilter model for Manufacturer's Power Pack requirements. Supplies correct AC and DC voltages for all tubes, including C grid-voltage for power tubes. No other "B" Unit needed.



PRICES: East of Rockies start at \$27.50 LIST

At the RMA Trade Show



CHICAGO June 11th to 16th

The Complete GREAT GREENE Line for 1929 ON DISPLAY SEE BOOTH 16

Now~ for "ALL-ELECTRIC" AC- or DC-RADIO

GREENE

POWER PACK UNITS

Better than Batteries

TMW-6-28

Pin this to your Letterhead

MAIL TODAY!

GREENE-BROWN MFG. CO., 5106 Ravenswood Ave., Chicago, Ill., U. S. A.

Please send full description of the Great Greene Line for 1929.

Name

Address

Dealer Jobber Manufacturer

GREENE-BROWN MANUFACTURING COMPANY, 5100 RAVENSWOOD AVENUE, CHICAGO, ILL.

LEONARD P. CANTY

Music Convention and RMA Show Hold Interest of Trade

Dealers Awaiting Exposition and Demonstration of New Models Before Making Selections for Next Season—Music-Radio Sales for Past Month Satisfactory

CHICAGO, ILL., June 5.—That time of the year when the retail dealer makes arrangements for the lines which he will handle in the following twelve months, familiarly known as the "lining-up" period, is at hand, and within a few days the music-radio trade will have seen and heard everything that is new in the way of home-musical entertainment devices. The Music Trades Industries Chamber of Commerce Convention in New York City and its accompanying display of new phonographs, musical instruments and radio products has attracted large numbers of dealers, and on June 11, as The Talking Machine World makes its appearance, the second annual RMA Trade Show, at the Hotel Stevens, Chicago, will open its doors to an expected attendance which will far overshadow that of last year.

A few lines of radio receivers have made their appearance in retail stores in the Chicago district, and dealers report a keen interest on the part of the public in the new developments which have been incorporated in the 1928 products. This interest is expected to increase greatly at the time of the June Trade Show, because of its attendant radio publicity. It is believed that the combination instruments, containing both radio receivers and electric pick-up talking machines, a large number of which will make their bow this season, will occupy a top-notch position in popularity with the consumer, for, at no great additional cost, may have combined in one cabinet both broadcast and recorded music. The music-radio dealer is especially anxious to see and hear instruments of this type, for he is ably qualified, from past experience and by the very character of his business, to become the dominating retail distributing factor for such a product.

During the past thirty days phonograph, record and radio sales have been more satisfactory than during the month of April. The sale of records has increased in most quarters, and the demand for portable phonographs, while hampered for a short time by weather unfavorable to retail store operation of practically any kind, is reported to be very satisfactory.

Anticipate Whiteman Columbia Release

According to information secured from the Chicago Columbia branch office, business during the past two weeks has shown a decided improvement. The phonograph business is no longer seasonal, and the management of the local Columbia offices is urging Columbia dealers to dress up their show windows and prepare for an increased demand being made upon them for Columbia records. The first Paul Whiteman Columbia record is being looked forward to with great interest, and also with an anticipation that it will start the Summer boom.

Joins Columbia Staff

R. H. Myers, until recently associated with the Lincoln Fixture & Supply Co., Lincoln, Neb., Columbia distributor, is now identified with the Columbia Chicago headquarters. Mr. Myers has been in the phonograph business for many years, and his previous experience will be used by Columbia to help its dealers in doing a more substantial volume of Columbia business. Mr. Myers will devote a considerable

part of his time in working with the Chicago music publishing organizations.

James T. Barrett a Chicago Visitor
 James T. Barrett, manager of the radio divi-

sion of Listenwalter & Gough, San Francisco and Los Angeles distributors, recently spent two weeks in Chicago. The Listenwalter & Gough organization keeps closely in touch with developments in Chicago, the radio center of the United States, and Mr. Barrett and other executives of the organization make periodic trips to this city. Mr. Barrett spent considerable time at the offices and plant of the All-American Mohawk Corp., for which his firm serves as distributor in California.

He stated that the first samples of All-American Mohawk Corp. receivers arrived at the

(Continued on page 156)

KIMBALL Phonographs

Measure Value by These Facts

A Name With Prestige

Tone That is Superb

Beauty of Design

Unexcelled Construction

Moderate Prices

Several Styles



Style 275 Walnut

In addition a Financing Plan, Safe and Flexible, not offered elsewhere.

Write or wire for particulars

W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Avenue

Kimball Bldg., Chicago

"The Best in Music Whenever You Want It"

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 155)

Listenwalter & Gough offices about the middle of May and that the executives of his company were highly enthusiastic regarding the 1928 line after having thoroughly tested the new receiver.

C. F. McCain Visits Columbia Branch

C. F. McCain, president of the Lincoln Fixture & Supply Co., Lincoln, Neb., Columbia distributor, was a recent visitor at the Chicago Columbia headquarters, and was extremely optimistic over the volume of business his firm anticipates transacting for Columbia during the present year. Richard F. McCain, vice-president of the Lincoln Fixture & Supply Co., will in the future devote a considerable part of his time to personally directing the sales activities in connection with Columbia merchandise in the Nebraska jobbing area. W. L. Sprague, district supervisor for the Columbia Phonograph Co., is working with Mr. McCain in every way possible to complete his plans for improving service to Columbia dealers in that territory.

Rotometers Enjoy Steady Demand

A device which seldom receives news or trade mention in the phonograph industry, but which is one of the most useful articles on the market, is the Rotometer, which tests the speed of phonograph turntables. Seventy-eight turntable revolutions per minute is usually held to be the correct playing speed, and to ascertain whether the turntable is revolving correctly the Rotometer is placed over the shaft in the same manner as a record. The turntable is started, and if the swinging arm of the Rotometer is in direct line with the pointer, the turntable is revolving at the proper speed. For eighty revolutions per minute the top arm is in line with the bottom of the pointer. If the swinging arm is above the pointer, the turntable is revolving too slow, or if below the pointer, the table is traveling too fast, and an adjustment of the motor is necessary.

The Rotometer is one of the products of the Lakeside Supply Co., Chicago, and G. C. Fricke,

sealed within the arm. Various types of connections are furnished to fit any pick-up, and the arm may be obtained in nickel plate, gold bronze, statuary bronze and genuine gold finish.

C. S. Tay, Inc., New Corporation Formed

C. S. Tay, founder and president of the Tay Sales Co., one of the oldest and best-known radio distributing organizations in Chicago, recently announced the formation of a new corporation to be known as C. S. Tay, Inc. The new corporation takes over the complete personnel of the old company, and will be operated under the same policies and along the same lines as the former organization.

In an interview with a representative of The



C. S. Tay

Talking Machine World Mr. Tay stated that the Sonora Phonograph Co., for which the Tay Sales Co. were exclusive Illinois and Wisconsin distributors for several years, recently announced its new policy of direct-to-dealer distribution, and on April 30 absorbed the Sonora phonograph and radio division of the Tay Sales Co. Coincident with this event occurred the La Salle Club's purchase of the lease held by the Tay Sales Co., at 231 North Wells street, thus necessitating removal to other quarters.

These events determined Mr. Tay upon the formation of the new corporation which came into existence on May 1, being established in spacious and attractive quarters at 17 South Desplaines street. Perhaps of greatest interest to the trade is Mr. Tay's announcement of the appointment of his firm as distributors of Bosch radio receivers. Mr. Tay and his organization are enthusiastic regarding the possibilities of the new Bosch line and predict a widespread distribution of the products.

The same lines of radio accessories will be handled as in the past, including Cunningham tubes, Majestic eliminators, Ray-O-Vac and Burgess batteries, Peerless and other kindred lines. In Mr. Tay's sales force are B. A. Marquis and C. M. Holloway, two well-known radio salesmen in the Chicago district, Mr. Marquis having been associated with the Tay Sales Co. since 1922, and Mr. Holloway since 1924.

Jewel Jobs Hyatt Portable Radio

Jewel Phonoparts Co., Chicago, has been appointed as jobber for the Hyatt portable radio receiver manufactured by the Hyatt Electric Corp. of this city. William Tures, president, and A. H. Davis, vice-president and treasurer of the Jewel Phonoparts Co., who made exhaustive tests of the new Hyatt receiver, have stated that it is in keeping with the standards of quality to which the Jewel organization has always adhered in its merchandising policies.

The Jewel Phonoparts Co. has been promi-



Manufacturers of the Alto Fibre Needle Cutter

TONE ARM

Accurate! The Alto

Automatic Stop For Phonographs

Accuracy at low cost means satisfied customers. Fits under the turntable. Simple to attach. With a record of ten years satisfactory service in the phonograph industry.

Alto Mfg. Co., 1647 Wolfram St., Chicago, Ill.
Canadian Distributor: Universal Supply Co., Toronto, Ont.

nent in the talking machine field for twelve years and the concern has also been active in radio, having had as products the Jewel loud speaker and loud speaker units, and also acting as distributor for Holtzer-Cabot loud speaker units several years ago. The Hyatt portable radio receiver is offered in two models, Model A Deluxe, a six-tube receiver, and the Music Box, a five-tube set.

Chambers and Halligan Open Offices

L. A. Chambers and W. J. Halligan, manufacturers' agents, recently opened offices at 549 West Washington boulevard, under the firm name, Chambers & Halligan. The firm represents Silver-Marshall, Inc., and the Potter Manufacturing Co., both of Chicago. Mr. Halligan has until recently been identified with Tobe Deutschmann Co., of Cambridge, Mass., as vice-president and sales manager.

Q R S in New Quarters

On June 1 the executive offices of the Q R S Co., Chicago, maker of music rolls, portables, phonographs and amateur motion picture machine cameras, were established at 333 North Michigan avenue, in the new building of that name. The Q R S Co. maintained its headquarters for many years in the Kimball Building, at 306 South Wabash avenue, and the move is being made because of business expansion necessitating larger quarters.

J. E. Loeber With Kellogg Co.

J. E. Loeber was recently appointed to represent the radio division of the Kellogg Switchboard & Supply Co. on the south side of Chicago. Mr. Loeber comes to the Kellogg Co. well equipped for his sales duties and his widespread acquaintanceship among Chicago dealers will help him materially in his work.

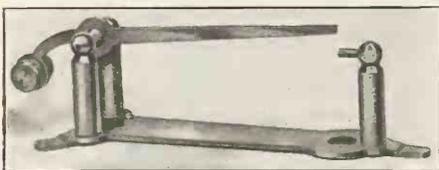
Since August, 1926, he has been sales representative of the city territory for the All-American Radio Corp., and prior to this he was connected with the Howard Radio Co. in Chicago. For seven years previous to his affiliation with the radio industry Mr. Loeber served in the advertising department of the Herald-Examiner, daily newspaper of Chicago.

Gordon's Music Shop Opens

Gordon's Music Shop was opened on May 2, at 2519 East Seventy-fifth street, by Gordon J. Gallagher. The Gordon Music Shop handles Radiolas, Majestic radio receivers, Victor, Brunswick and Columbia records, radio supplies, sheet music and musical merchandise. In addition Mr. Gallagher maintains a radio service department in the Windsor Park and South Shore district, where he has already built up a reputation for competent service in overhauling radio equipment.

Holds Formal Opening

WEWOKA, OKLA., June 5.—The Carney-Neece Music Store recently held its formal opening at its quarters at 107 South Wewoka street, with a large crowd of local residents in attendance. A line of talking machines, radio receivers and other musical instruments is carried. James Neece, owner of the store, was present at the opening. The new store is under the management of Jimmy Saylor and O. Stillwell, both able merchandisers.



Rotometer

head of that organization, states that it is an item for which there is quite a steady demand. It retails for \$1.25.

The latest product to be introduced by the Lakeside Supply Co. is the Electric Pick-up Tone Arm, which is supplied with a spring, taking up the excessive weight of the electric pick-up, and guarding against wear on the record. The Pick-up Tone Arm is mounted on its base in such a manner as to allow perfect freedom of movement, and the cord may be con-

The JEWEL PHONOPARTS CO.

*Announces its
Appointment as Distributor
of*

**HYATT PORTABLE
RADIO RECEIVERS**

The most efficient, practical portable receiver on the market—furnished in 5 and 6 tube, one dial models.

*Write for full information and
dealer discounts.*

JEWEL PHONOPARTS CO.

510 No. Dearborn St. CHICAGO, ILL.



Model R 44
Closed

'The New "Excello" Combination Phono-Radio Console

Meets the most exacting demand for Beauty and Quality

The very attractive model illustrated, No. R 44, is of highest grade cabinet work with selected matched butt walnut doors and rich piano finish. Sliding drawer accommodates any radio set up to twenty-four inches long. Equipped with G E Electric Phonograph motor, switch and adapter, volume control, electric pick-up with tone-arm and automatic shut-off attachment. Also Cone or Dynamic speaker.

Write for catalog illustrating complete line and franchise proposition. See the Excello display at the RMA Trade Show, Hotel Stevens, Chicago.



Model R 44
Open

EXCELLO PRODUCTS CORP. 4824 W. 16th St., Cicero, Ill. (Suburb of Chicago)

Pacific Coast Representative—Pacific Sales Corporation, 426 Larkin St., San Francisco, Calif.

N. P. Bloom Elected Adler Mfg. Co. Head

Succeeds C. L. Adler, Deceased, as President of Phonograph and Radio Manufacturing Company

LOUISVILLE, KY., June 1.—N. P. Bloom, for the past several years secretary of the Adler Mfg. Co., of this city, manufacturer of radio and



N. P. Bloom

phonograph products, has been elected president of the company succeeding C. L. Adler, who passed away a few weeks ago. Mr. Bloom needs no introduction to the radio and phonograph trade throughout the country, for he has been in close touch with manufacturers, jobbers and dealers for several years and is thoroughly familiar with the merchandising and manufacturing problems of the trade as a whole.

The Adler Mfg. Co. has been very successful the past few years in developing a line of radio cabinets that have met with a very favorable reception from the trade. Under Mr. Bloom's direction important negotiations have been closed with several prominent radio receiver manufacturers who have declared Adler cabinets as ideally adaptable to their product for the coming season. The 1928-29 Adler line includes a number of original cabinet designs which, judging from the comments of jobbers who have visited the factory the past month, will meet with the approval of the trade.

Emerson Gill, new exclusive Columbia record artist and Cleveland's favorite dance leader, presented his first record to the Mayor of Cleveland, John D. Marshall. Sales of the first Gill orchestra recording led the Columbia Co. to issue another immediately.

Automatic Radio Station Selector

An automatic radio station selector is the first of the new developments that come from the combined research laboratories of the Mohawk Corp. of Illinois and the All-American Radio Corp. From the information available this automatic station selector, for which the All-American Mohawk Corp. has basic rights, is unusually simple. To take the place of the tuning knob or dial will be a thin strip of lightweight metal 1½ inches wide, which has the call-letters of the various stations stamped upon it. Inasmuch as it is impossible to place on one strip all the stations, there will be several strips comprising a set. These are interchangeable. Across the top of this metal strip is a "traveling" indicator.

Operating this particular automatic station selector is extremely simple. The indicator is merely placed at the station wanted as indicated on the marked metal strip, and the station se-

lected is tuned in. If there are stations desired other than those indicated on the metal strips a special arrangement allows tuning the set just



Examining the Automatic Station Selector like any single control receiver. It is understood that this new feature will be incorporated in the All-American Mohawk Corp. receivers.



5 Reasons

Why Jobbers and Dealers will handle This Exquisite Speaker

- | | |
|-------------------------------|--------------------------------------|
| 1. Most Artistic Design | 4. Most profitable Speaker to Handle |
| 2. Superior Tonal Quality | RESULTING IN |
| 3. Greatest Eye and Ear Value | 5. Easiest Speaker to Sell! |

Prove it for yourself—See and hear the Decatur on exhibition at the Stevens Hotel during the Chicago Radio Show.

DECATUR MFG. CO., Inc.

45 Harman St.

Brooklyn, N. Y.

DECATUR

NEW MODEL

Enclosed Power Speaker

Companion of the Power Tube for Clarity and Volume Reception



Annual Music Industries Convention

Music Industries Chamber of Commerce and Member Associations
Held Meetings at Hotel Commodore, New York City, Week of June 4

As this issue of The Talking Machine World goes to press there is being held at the Hotel Commodore, New York, the annual convention of the music industries, including the sessions of the Music Industries Chamber of Commerce; the National Association of Music Merchants; the National Band Instrument Association; Musical Supply Association of America; National Piano Travelers' Association; National Musical Merchandise Association; National Association of Musical Instrument and Accessories Manufacturers, and other organizations.

The Opening Session

The convention opened formally on Monday, June 4, with a luncheon and mass meeting under the auspices of the Music Industries Chamber of Commerce, at which the principal speaker was John Erskine, president of the Juilliard School of Music and well-known author, who talked of the possibilities of music training from the angle of the educator. At the mass meeting there were discussed briefly the accomplishments of the Chamber of Commerce and the affiliated associations during the past year, as well as the plans already laid down for the various sessions of the convention. The luncheon was presided over by President Hermann Irion, and reports were submitted to the membership by Alfred L. Smith, general manager of the Chamber, and C. M. Tremaine, director of the National Bureau for the Advancement of Music.

Band Instrument Men Meet

On Monday afternoon was held the annual meeting of the National Association of Band

Instrument Manufacturers, presided over by C. D. Greenleaf, of C. G. Conn, Inc., the president.

On Monday evening there was held a meeting of the directors of the Musical Supply Association and also the annual dinner and meeting of the National Piano Travelers' Association, a lively affair staged at the Republican Club and attended by piano travelers and their friends.

Music Merchants' Convention

On Tuesday morning, June 5, there was held the opening session of the convention of the National Association of Music Merchants, with President C. J. Roberts in the chair. The speakers at this first session included Philip T. Clay, president of Sherman, Clay & Co., San Francisco, who talked on dealer co-operation. Another speaker was Herbert H. Frost, vice-president of the Radio Manufacturers' Association, who told of "What Radio Means to the Music Merchant," and emphasized strongly the desirability of the well-equipped and organized music store as the medium for radio distribution. F. E. Moscovics, president of the Stutz Motor Co., Indianapolis, also addressed the merchants on the important matter of "Knowing Your Market."

The second session of the Music Merchants' convention was held on Wednesday morning, the first speaker being S. L. Rothafel, of movie and broadcast fame, who explained what he had learned by experience regarding the appeal of music to the great masses of the people. The next address was made by Frank W. Shibley, vice-president of the Bankers' Trust Co., New York, who talked on instalment selling and

budgetary control, and he was followed by Homer McKee, president of Homer McKee, Inc., well-known advertising expert talking on "Modern Advertising Methods," and J. I. Burhans, general manager of the Credit and Collection department of the General Motors Accessories Corp., who talked on the subject of financing instalment paper with particular reference to the carrying charge.

The principal speaker of the session on Thursday, June 7, was J. D. Maddy, chairman of the Committee on Instrumental Affairs of the Music Supervisors' National Conference. The business session of the association then followed and included the presentation of the annual report of the president, C. J. Roberts; of the executive secretary, Delbert L. Loomis, as well as other officers and committee heads.

What Association Has Done

The reports of both the president and executive secretary stressed the great amount of promotional work done by the association within the past year, and particularly since November 1, 1927, when Mr. Loomis took charge of the office. This promotional work included the financing of a meeting of the piano section of the Committee on Instrumental Affairs; of the Music Supervisors' National Conference; and the mailing of more than 50,000 pieces of literature of association and general trade importance to the members of the merchants' body, including a copy of a booklet, "Our Association." Officers of the association attended the hearings on the Revenue Bill in Washington for the purpose of securing the repeal of

You Should Sell **PREMIER AC Radio**

Under your own Private Label

Good Radio Merchandisers are doing it this season.
There's a reason . . . More real profits



Table Model. Solid walnut cabinet, front panel natural wood mounted on heavy steel back panel.



Open View—Note ready accessibility of tubes, power supply, etc.

Premier has everything — Looks — Quality — Performance — Price — Comparable with the best every way — All metal chassis — Rigid — Strong — Stays put — Unconditionally guaranteed — Chassis—Table and Console Models. Made for either type AC Tubes 5-No. 227 and 1-No. 171, or 5-No. 401 and 1-No. 403. Licensed under U. S. Navy Patents and Hogan Patent No. 1,014,002.



Console Model with "Peerless" Speaker

INQUIRIES RESPECTFULLY SOLICITED
PREMIER ELECTRIC COMPANY

Dept. 165, 3800 Ravenswood Ave., Chicago, Ill.

Established
1905

Radio
since 1920

the provision for forcing double taxation on dealers selling on instalments.

The association officers have attended the annual meetings of the various State associations, including those held in Syracuse, N. Y., and Philadelphia, Pa., and have issued monthly since December official bulletins telling of the activities of the organization. A very satisfactory drive for members in all divisions of the music industry has also been carried on. One of the features of the activities of the president was his address at a meeting of the Radio Manufacturers' Association in New York in December, which has played a part in influencing that organization to vote to join the Music Industries Chamber of Commerce.

The annual convention of the National Piano Manufacturers Association was held at the Commodore on Tuesday morning with W. E. Guylee, president, in the chair, practically the whole session being devoted to a discussion of the progress and plans of the sales promotion campaign in the interests of the piano being conducted by that organization and which is now in its second year. The campaign as originally outlined has three years in all to run.

An event on Tuesday of general trade interest was the dinner tendered by the Associated Musical Instrument Dealers of New York to visiting members of the trade at the Hotel Commodore.

The Wednesday Meetings

On Wednesday, June 6, there was held the annual convention of the National Musical Instrument and Accessories Manufacturers, of which Walter M. Gotsch is president.

Musical Merchandise Ass'n

On Wednesday, too, was held the annual meeting of the National Musical Merchandise Association under the direction of Wm. J. Haussler, the president, who is also well known in the phonograph field as head of C. Bruno & Son, New York. Mr. Haussler was particularly enthusiastic regarding the establishment

of school orchestras, and in his annual report said in part:

"Generally speaking, business conditions in the music field during the past twelve months have not come up to our expectations. In fact, certain lines of merchandise have suffered so adversely that there is proper cause for concern. May I, then, submit for the serious thought of all our members the imperative need of taking some immediate and definite action to bring the industry out of its present inertia? I am convinced that a new attitude must be taken by the entire trade in its relation to the promotion of its products.

"Truthfully, it may be said that a new spirit, a new thought, yes, even a new life must needs be injected into our business fabric if it is to retain a place of importance or dignity in American industry. There is no denying the fact that never before has the need for intensive, intelligent co-operation, undivided interests and aggressive action been so vitally essential as it is at this very moment. It is true that our Association in the past year has given evidence of its willingness to promote and develop the sales of musical instruments, and it is with gratification that I can say that the contribution to the National Bureau for the Advancement of Music and the Chamber last year approximated \$10,000. This sum represents just one hundred per cent more than our Association has ever given for promotional work, and yet, considering the very definite benefits that have accrued by reason of this appropriation, it is my hope that it will be your pleasure to increase your respective contributions for the coming year.

Funds Needed for Promotion

"Certainly, if we wish to reach any goal of attainment, funds must be obtained and spent so as to bring about the greatest possible returns. Let us, then, gentlemen, think of our contribution in the light of a sound investment and with that thought in mind I am confident

your response will give cause for general satisfaction.

The Question of a Slogan

"Quite some time ago there appeared in the trade press an interview with your president, wherein it was urged that all branches of the music business adopt a suitable slogan that would appropriately convey to the public a strong appeal to play some musical instrument. Many of our leaders have given their unequivocal endorsement of the idea, and it is the intention of your president to renew his efforts in this direction in the hope that some definite and logical campaign will be inaugurated, resulting ultimately in securing a trade term to which every manufacturer, jobber and dealer will heartily subscribe. It is hoped that a national contest will soon get under way sponsored by the entire industry to discover the perfect slogan. It is proposed to offer cash prizes to the individuals who, in the minds of a judging committee, submit the best thoughts. Your president has been assured of the full co-operation of the trade press, which, together with our own propaganda, should bring about the desired results. I would confess that the slogan idea is something of an obsession with your president, but that is only because slogans in other industries have proven of such tremendous force, power and value where properly utilized. May I, then, urge upon you to give this matter your serious thought, determining at this session what should be done one way or another?

"Just a word, gentlemen, regarding the future of our business. Taking all phases into consideration, I can say to you most sincerely that I see ahead of us a rosy dawn for more music. The potential possibilities are there, but our future will be only what we can make it. Much groundwork remains for us—each and every one in the music business—to do if we expect to reap the harvest of public patronage."

(Continued on page 160)



Plays
Ten 10" or
12" Disc
Records of
all makes
continuously,
reloading
automatically.

Permits selection
of music at
will from
Remote Control
or at machine.



*Electric
Amplification*

The first Automatic Phonograph on the market—wonderfully efficient in tone reproduction, and absolutely foolproof.

Dealers should have Automatics to complete their line—Why not handle CREATONE—the wonder instrument of the age? Write.

Models
designed
for Homes,
Auditoriums,
Hotels,
Clubs—
All places
desiring a
faithful
presentation
of the
Music Masters'
Art.



Dynamic Speakers

**The
DECA DISC CO.
Waynesboro, Penna.
U. S. A.**



Remote Control

Annual Conclave of Music Industries

(Continued from page 159)

The schedule for Thursday was the joint promotional meeting of members of the band instrument, musical instrument and accessories and musical merchandise associations for the purpose of discussing ways and means for co-operating to the end of increasing public interest in band and orchestral instruments. On Thursday, too, was held the annual meeting of the Music Industries Chamber of Commerce.

The Annual Banquet

The convention activities were formally brought to a close on Thursday evening with the annual banquet of the National Association of Music Merchants to be attended by practically all those in New York at the convention. The speaker at the banquet was Governor Albert C. Ritchie of Maryland, and the artists to appear included Suzanne Keener, soprano, Wm. Simmons, baritone; Harry Richman and others. Dancing to the music of the Hotel Commodore orchestra will follow the banquet. Both the opening luncheon on Monday and the banquet on Thursday night was broadcast.

Exhibits a Feature

A notable feature of the convention of the national music industries held at the Hotel Commodore, New York, during the week of June 4, was the extent of the exhibits, which represented every division of the music industry. Among the exhibitors representing the phonograph, radio and musical merchandise divisions of the trade were included the following:

Allen-Hough Mfg. Co., Racine, Wis. Exhibited the complete line of Allen portable phonographs and the Allen electric pick-up at Room 2125 of Hotel Commodore.

Atwater Kent Mfg. Co., Philadelphia, Pa. Had complete display of line of Atwater Kent radio receiving sets and loud speakers.

The Audak Co., New York, displayed the entire line of Audak reproducers. The Audachrome was especially featured. This chromatic reproducer was presented to the trade the early part of the year.

The Bacon Banjo Co., of Groton, Conn., was present with B & D Silver Bell banjos in a variety of styles. The Ne Plus Ultra banjo was featured.

Berg Auto Trunk & Specialty Co., Long Island City, N. Y. Exhibited the complete line of Artone portable phonographs.

C. Bruno & Son, Inc., New York City. Complete display of products including musical merchandise of every description and the full Victor talking machine line shown at company's headquarters, 351-353 Fourth avenue, New York City.

Brunswick-Balke-Collender Co., Chicago, Ill. Had complete display of Brunswick Panatropes, phonograph-radio combinations and records.

Bush & Lane Piano Co., Holland, Mich. Had complete exhibit of the company's latest products in phonographs, radio receivers and pianos.

Capehart Automatic Phonograph Co., Huntington, Ind. Exhibited the new "Orchestrope," an automatic phonograph playing twenty-eight records, both sides, with electric pick-up and other features.

Carryola Co. of America, Milwaukee, Wis. Exhibited full line of Carryola portable phonographs.

Caswell Mfg. Co., Milwaukee, Wis. Exhibited full line of Caswell portable phonographs including several new models.

Thomas A. Edison, Inc., Orange, N. J. Exhibited the complete line of Edison phonographs and the new Edison records.

Grigsby-Grunow Co., Chicago, Ill. Exhibited the complete line of 1928-29 Majestic radio receivers.

M. Hohner, Inc., New York City. Had complete display of full line of Hohner harmonicas, together with material indicative of the progress made in promotion of the instrument at com-

pany headquarters, 114 East 16th street, New York City.

Kellogg Switchboard & Supply Co., Chicago, Ill. Exhibited the complete line of 1928-1929 Kellogg AC radio receivers.

Lyon & Healy, Inc., Chicago, Ill. Exhibited elaborate display of harps and small musical instruments.

Pooley Co., Philadelphia, Pa. Exhibited extensive line of cabinets for radio installation and other purposes.

J. P. Seeburg Piano Co., Chicago, Ill. Exhibited products including the Autophone, a multiple record selective automatic phonograph, Style RO, residential reproducing pipe organ, Style MO, reproducing chapel pipe organ, the Greyhound, an automatic piano containing a dog race, Style C small automatic piano with xylophone and the KT Special, a small orchestra containing eleven musical instruments.

Sonora Phonograph Co., Inc., New York City. Exhibited several of the new products of the company at its headquarters, 50 West Fifty-seventh street, New York City.

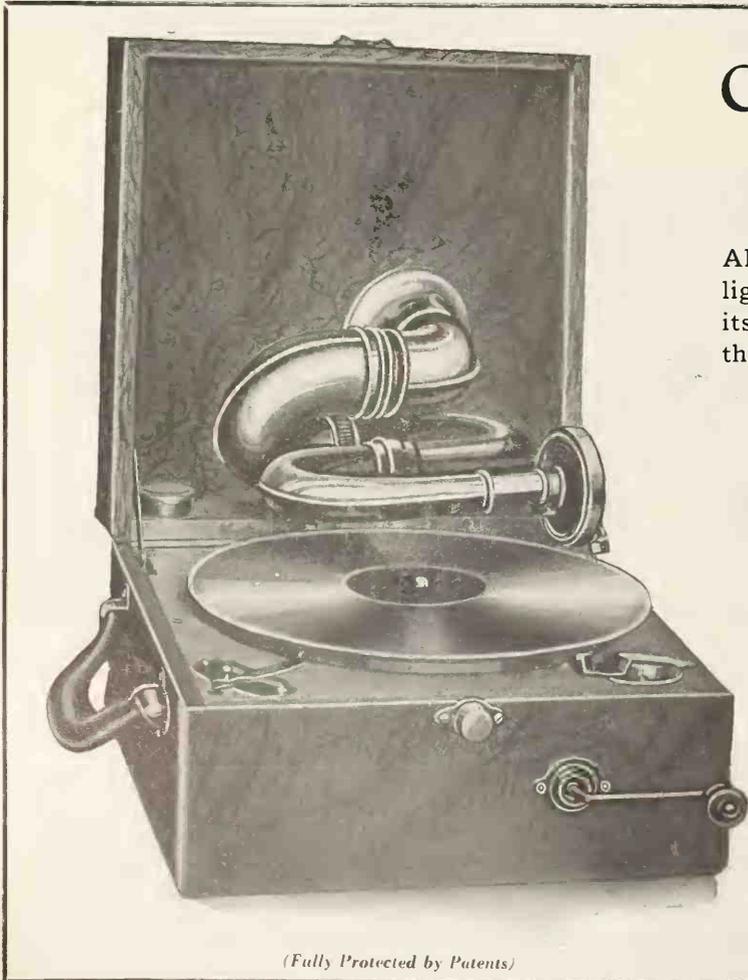
Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y. Exhibited full line of Stromberg-Carlson radio receivers, loud speakers and phonograph-radio combinations.

Vega Co., Boston, Mass. Exhibited extensive collection of Vega banjos, guitars, violins, mandolins, etc., with strings and accessories, Vega trumpets and trombones.

H. A. Weymann & Son, Inc., Philadelphia, Pa. Exhibited Weymann banjos, mandolines, guitars, ukuleles, etc.

H. N. White Co., Cleveland, O. Had complete display of King band instruments featuring the King clarinet, latest addition to line, and a new model trombone with a sterling silver bell.

Among the other exhibitors were the Starr Piano Co., Leedy Mfg. Co., QRS Music Co., Schubert Tri-Harmonic Phonograph Co., Buescher Band Instrument Co., Buegeleisen & Jacobson and Ludwig & Ludwig.



(Fully Protected by Patents)

Competition Eliminated

with this distinctly different
type of portable

Although well built, measuring only 12x12x6, light weight and attractively finished, it sells itself on its TONE. The volume is so great that electrical amplification is unnecessary.

List Price Only

\$25

Liberal Jobber's Discount

Send to-day for a sample and hear the remarkable tone of this new instrument.

ASTRAL RADIO CORPORATION

1812 Chestnut Street
Philadelphia, Pa.

J. M. Redell in an Important New Post

Represents Molded Wood Products, Inc., of Chicago, in Parts of Illinois and Wisconsin Territory—Well Known to Trade

John M. Redell, known to the radio trade throughout the country as "Happy Jack," was



Jack Redell

appointed on May 1 Chicago territorial sales representative of Molded Wood Products, Inc., of Chicago. Mr. Redell represents Molded Wood Products, Inc., in northern Illinois, southern and eastern Wisconsin in the interest of the Fairfax line of loud speakers, tone chambers and "Green Cap" loud speaker units manufactured by the company.

Sell all New England at these shows
More than 100,000 people will inspect the lines exhibited at the

Eighth Annual Boston Radio Exposition and Second Annual New England Aero Show

Mechanics Building, October 1 to 6 inclusive

And the dealers will have a pre-view at the
NEW ENGLAND RADIO TRADE SHOW
August 1 and 2

Space in the Trade Show is limited to exhibitors in regular October Show and given free to manufacturers in proportion to space held.

RHODE ISLAND RADIO SHOW—October 10-11-12-13
Providence, R. I.

Write or wire **SHELDON FAIRBANKS EXPOSITIONS, Inc.**
209 Massachusetts Ave., Boston, Mass.

Barber Appointed Bell Sales Agent

The Bell Record Co. of Newark, N. J., has appointed the Barber Distributing Co. of New York as exclusive sales agent for Bell records.

N. G. Barber, head of this distributing organization, has had a record distributing experience extending over a period of many years. The

Barber organization is being augmented in preparation for an extensive campaign and exclusive territory is being awarded distributors on this popular-priced, electrically recorded record.

Eli Oberstein Is New Okeh Treasurer

Otto Heineman, president of the Okeh Phonograph Corp., New York, announced recently that Eli Oberstein had been elected treasurer



Eli Oberstein

of the company. Mr. Oberstein was formerly identified with the treasury department of the Columbia Phonograph Co., Inc., and is thoroughly qualified for his present duties. Incidentally, Okeh sales in all divisions are increasing steadily, and judging from all indications the present year will be the most successful in the history of the Okeh organization.

Develops New Method of Automatic Tuning

Charles Marti, chief engineer of the Marti Electric Radio Co., West Orange, N. J., has developed a new method of automatic tuning for radio receivers, which makes available the entire broadcast frequency spectrum.

Mr. Marti developed the set which bears his name and has added his latest contribution to radio to the new Marti sets.

ULTRATONE

The **SPEAKER** of
Today and Tomorrow



ULTRATONE No. 12

LIST PRICE **\$22.50**

is distinctive in design and unequalled in tone. It stands the test of any receiver without the confusion of sounds so common to radio when great power is used. Requires less battery or electric current—prolonging the life of the tubes. The Ultratone is specially made to meet every condition in sound amplification.

ULTRATONE TABLE MODEL No. 8

LIST PRICE **\$15.00**



QUICK TURNOVER and PROFIT

See and hear the Ultratone—it will speak for you with dollars. Mechanically perfect and attractive in appearance the Ultratone is a proved fast selling profitable item—popularly priced.

A visit to our exhibit at Booth 34A in the Main Hall and the demonstration in Room 523.A at the Stevens Hotel will convince you of Ultratone superiority and salability.

ULTRATONE MFG. CO.

1046 W. Van Buren St.

CHICAGO

Federated Radio Trade Assn. Completes Convention Plans

Dealers, Wholesalers and Manufacturers' Representatives' Sections Are All Optimistic Over Outlook—Will Join in Open Meeting of RMA on Tuesday, June 12

Plans have been completed for the convention of the Federated Radio Trade Association, which will be held June 11-15, Stevens Hotel, Chicago, in connection with the Second RMA Trade Show. The board of directors of the Federated met on May 26, at the Stevens Hotel, to adopt the final and complete plans and make arrangements for the entertainment of delegates and members from the entire industry.

Michael Ert, chairman of the Association section of the Federated, states that many organizations have signified their intention of joining with this national movement in their at-

tempt to better conditions in the industry. Julian Sampson, chairman of the dealers' section, states that his organization committee will have complete plans ready for adoption by all of the dealers present, and they look forward to securing the applications of several hundred dealers in organizing this group. Many dealers have expressed themselves in favor of a national organization and are anxious to help this section of the Federated become a complete success.

George Riebeth, chairman of the manufacturers' representative section, is highly optimis-

tic concerning the outcome of his group in which manufacturers' representatives and salesmen are eligible for membership. Harry Alter, vice-chairman of the Radio Wholesalers' Association, the jobbers' group of the Federated, states that a great deal of interest is being aroused in this national Association of jobbers. This group is completely organized and hopes to accomplish its aims for the benefit of all wholesalers.

The Federated Radio Trade Association will meet with the open meeting of the Radio Manufacturers' Association on Tuesday, June 12. On Wednesday, June 13, all of the sections of the Federated will hold individual meetings for the discussion and solution of their own problems. On Thursday the board of directors of the Federated will meet to jointly discuss the result of their Wednesday sectional meetings. They will discuss the program for the coming year and outline the activities of the organization. President Harold J. Wrape is very optimistic concerning the outcome of the entire convention, and believes it will prove the most successful meeting ever held.

The PRE-SHOW CHAOS of CLAIMS

10 minutes

with Arborphone's Surprise A-C Models and the aggressive merchandising plan behind them will reveal to you unprecedented opportunity. Be sure to see our private showing, Suite 1605A at the Stevens. R. M. A. Show, June 11 to 18.



ATTENTION Dealers
Unable to Attend the Show

We will send you the complete illustrated story of Arborphone's Surprise A-C models ranging from \$75 to \$350, and details of our aggressive merchandising plan—write today.



Arborphone is licensed under patents of

General Electric Co.
Westinghouse Electric & Mfg. Co.
American Telephone & Telegraph Co.
Radio Corporation of America
Loftin-White
Meissner

CLAIMS — claims — claims — what a chaos of claims. Lowest price claims — claims of supreme receptivity — naturalness of tone and clarity. Claims of keenest selectivity — claims of unequalled beauty — claims, ad infinitum.

No new claims can be added. The perfect radio and the supreme value in radio has been built in words time and time again. But what manufacturer has actually come nearest this coveted goal, the Show will reveal. Claims will give way to facts. The nation's most alert radio merchandisers, marshalling these facts, we believe, will award highest honors to Arborphone's Surprise A-C models.

Be sure to see our display at the
R. M. A. Show — June 11 to 18
Stevens Hotel, Chicago
Booth No. 104

Private Showing, Suite 1605-A

ARBORPHONE Div. Consolidated Radio Corp.

ANN ARBOR - MICHIGAN - U. S. A.

Attractive Interior a Feature of Store

Inviting Prospect of Main Floor Display a Reason for Success of Select Furniture Corp. Radio Business

SCRANTON, PA., June 5.—The Select Furniture Corp., 116 N. Washington avenue, Brunswick and Federal radio dealer, firmly believes



Interior of Select Furniture Corp. that the atmosphere of the store should reflect the quality of the products carried and the accompanying illustration is evidence that the officials of the company have succeeded in carrying out these ideas. The radio department proper is located on an upper floor but the attractiveness of the main floor display is such that the customer's interest is aroused to a point of going upstairs.

Distributor Dines Record Sales Staffs

CLEVELAND, O., June 6.—Record sales people in the employ of Victor dealers in Cleveland, O., were the guests of the Cleveland Talking Machine Co., Victor distributor, at a dinner given at the Hotel Statler, and which was followed by a very interesting meeting in the interest of record sales promotion. The principal speaker of the evening was Miss Madeline Davies, of the Victor Red Seal promotional department, who gave her audience a number of pointers on selling Red Seal and other Victor records. Miss S. M. Yates, head of the record sales department, was in charge of the meetings, and gave a short and interesting talk, and introduced Miss Davies.

Moves to New Quarters

The Nassau Radio Co., of Brooklyn, N. Y., has moved to larger quarters at 20 Bergen street in anticipation of an exceptionally good season.

ARBORPHONE

Innovations for Berg Artone Line

One Model to Be Equipped With An Electric Motor for House Socket Operation New Amplifying System Devised for Use in the Artone Portable

The Berg A. T. & S. Co., Long Island City, has added two innovations to its line of Artone portables.

One of the Artone models will be equipped with an electric motor that can be plugged into any convenient lamp socket or house wiring outlet.

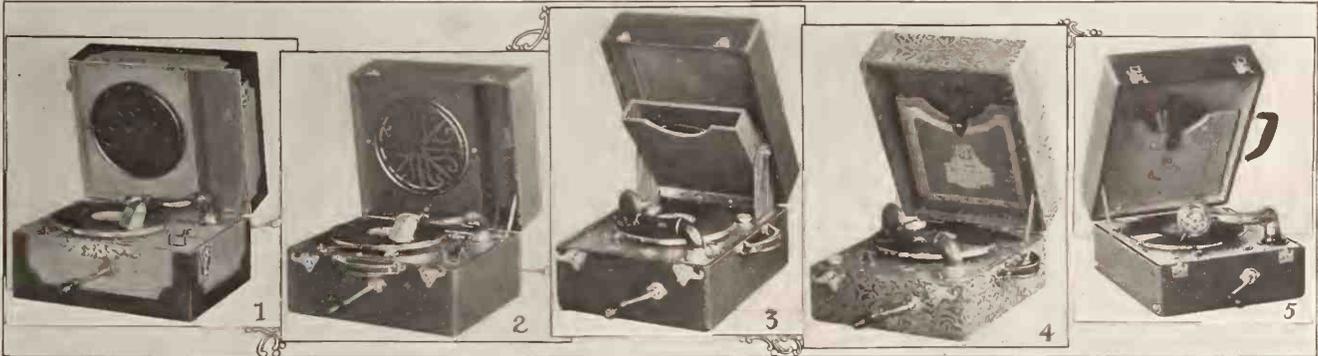
After a careful study of the field Sales Manager E. R. Manning was convinced of the strong market for electrically operated portables. Mr. Manning points out that while an electrically operated portable could not be used away from a house, it is estimated that 80 per cent of the portables that are purchased are bought for home use.

The other added innovation is an improved amplifying system to be used in the \$35 model of the Artone portable. This amplifying system is the invention of Joseph Berg, president of the company, and for which patent has been applied for.

Carryola Features Three New Portables

(Continued from page 32h)

graph. These new products are shown in a variety of eighteen different designs and were



One and Two: New Power Amplified Electric Portable Phonographs. Three: Model 40. Four: Model 30. Five: Model 20.

first displayed at the Music Trade Convention in New York the week of June 4.

Model 20, retailing at \$15, contains an air column tone chamber and is furnished in three colors, blue, black and brown, finished in Fabrikoid. Model 30, also containing an air column tone chamber, is equipped with a new patented tone arm and reproducer, both of Bakelite, the reproducer containing a patented metal dia-

phragm. Model 30, which retails for \$25, is finished in a heavy special design Fabrikoid, furnished in four colors, blue, black, red and brown.

A patented wood album which automatically opens and closes by a push button is a feature

loud speaker which is housed in its lid, and the portable is fully licensed under RCA patents. An electric pick-up and three AC tubes are employed. This portable is furnished in either black or brown heavy Fabrikoid and also in two-tone wood cabinets with wood tables to

of Model 40 Carryola portable phonograph, and on this particular model all metal parts are gold plated. Model 40 is equipped with an automatic stop and tone modifier and is furnished in two colors, black and brown.

The new power amplified electric portable phonograph represents a new departure in the manufacture of the smaller machines. It is equipped with an electric motor, a cone type

match, upon which the portable may be placed in the home of the owner.

Appointed Brunswick Buffalo Manager

George A. Lyons, formerly district Panatrope manager of the Brunswick-Balke-Collender Co., with headquarters in Philadelphia, has been selected by the Brunswick general sales office to open a Panatrope division sales office in Buffalo. Mr. Lyons has been associated with the Brunswick organization for many years, and his host of friends in the trade are wishing him well in his new territory and new work.

E. S. Germain, who has been branch manager of the Panatrope division of the Cleveland district, has been selected to succeed Mr. Lyons and has established his headquarters in Philadelphia. A long and successful record with Brunswick in other cities, and a thorough knowledge of the phonograph industry, give Mr. Germain a background of experience for his new position.

Walter Coll, former manager of the Gibbs Piano Co. stores, in Springfield, Mass., has opened his own store at 48 Allyn street, Hartford, Conn.

B.M.S. HOME BROADCASTER



fool your friends—

be your own broadcaster

This is the product—judge its sales merits yourself:—

An adapter plug that slips into the detector tube socket of any radio set, with a long extension cord that reaches into another room or closet, where you talk into a microphone and broadcast via the loudspeaker. Get some friends together, tune in on your favorite station, ease out of the room, to the Broadcaster microphone, and at an opportune moment, simply press the switch button on the microphone, automatically cutting off radio reception—and make a station announcement from Paris or Shanghai, give a wrong time signal, make some intimate remarks about your friends—say anything! Then release the button and let the program continue. *It fools everybody!*

and sells in a steady stream wherever it is displayed

Type UX, for sets using 4-prong Detector Tubes.

The Home Broadcaster can be left permanently connected to the set as it will not interfere with radio reception. It is absolutely noiseless and will give clear and undistorted reproduction. It is small, light and compact and can be easily slipped into the pocket to be taken to a party. It is unnecessary to change any of the set wiring or make changes in the battery connections.

Type AC, for sets using 5-prong Detector Tubes.

Write for descriptive circular.

List Price \$7.50 Complete

BROOKLYN METAL STAMPING CORP.

720 Atlantic Ave.

Brooklyn, N. Y.

See our exhibit at Chicago Trade Show, Booth 146

The new and better

Vitalitone

(Life-Like Tone)

Dynamic Speaker

Now ready for delivery. Write for literature and prices. Don't buy until you have heard this revelation in tone reproduction.

VITALITONE RADIO CORPORATION

88 UNIVERSITY PLACE

NEW YORK, N. Y.

Victor Co. to Award \$40,000 for Native Concert Compositions

In Order to Encourage Musical Creation in United States, Victor Co. Will Award \$25,000 for Symphonic Work and \$15,000 for Popular Compositions

For the purpose of encouraging musical creation in the United States, the Victor Talking Machine Co. on May 28 made formal announcement of its offer of awards aggregating \$40,000 for native symphonic and popular concert compositions, which includes a single award of \$25,000 for the best work of the symphonic type within the playing scope of a full symphony

orchestra, which is believed to be the largest amount ever offered for a single composition.

The offer of the Victor Co. was presented before a distinguished group of patrons of music, musical critics, artists and writers at a dinner at the Savoy-Plaza Hotel by John Erskine, president of the Juilliard School of Music and prominent author, and was broadcast over Station WJZ, New York, and affiliated stations of the Blue Network of the National Broadcasting Co. Mr. Erskine was introduced by Rudolph Ganz, noted pianist and former conductor of the St. Louis Symphony Orchestra, acting as toastmaster, who in turn had been presented to the guests by E. E. Shumaker, president of the Victor Talking Machine Co.

The competition, as explained by Mr. Erskine, is in two divisions, one for a work of the symphonic type, and one for a concert composition within the playing scope of the American dance, jazz, symphonic jazz or popular concert orchestra type of musical organization.

For the best composition within the playing scope of the symphony orchestra a single award of \$25,000 is offered. While no specific restriction is being imposed upon contestants, the hope has been expressed by the Victor Co. that out of the competition may come a symphonic work which will be truly American in conception.

For the best composition in the so-called jazz or symphonic jazz idiom an award of \$10,000 is offered, and for the second-best composition in this class \$5,000 is offered.

The board of judges who will pass upon the symphonic manuscripts is composed of the following distinguished musicians and conductors: Mme. Olga Samaroff, concert pianist and musical critic; Rudolph Ganz, former conductor of the St. Louis Symphony Orchestra; Leopold Stokowski, conductor of the Philadelphia Symphony Orchestra; Serge Koussevitsky, conductor of the Boston Symphony Orchestra, and Frederick Stock, conductor of the Chicago Symphony Orchestra. Judges for the popular competition will be announced at a later date.

Because the competition is a movement definitely to encourage American creative music, it is open only to composers of American citizenship, and manuscripts submitted by those not within this classification will not be considered. This restriction applies to both divisions



E. E. Shumaker

of the competition. The official rules are obtainable from the donors of the award.

In offering separate awards for two distinct types of compositions the Victor company recognized "a clear division among the ideals of American composers," as explained in the rules. Because of the essentially different problems of composition involved in the two classes, participants in the symphonic competition will be given one year in which to submit manuscripts, while those competing in the jazz class will have five months for composition. Both competitions opened May 28, 1928. Symphonic manuscripts must be submitted not later than midnight of May 27, 1929, and the award will be announced on October 3, 1929. Jazz compositions must be submitted on October 29, 1928, and the awards will be announced December 28, 1928.

At the announcement dinner the speakers included, in addition to Mr. Erskine, Mme. Olga Samaroff, Ernest Schelling, both noted artists; Mrs. E. Stillman Kelly, president of the National Association of Music Clubs, and several others, including John Philip Sousa, the noted bandmaster, who led the orchestra with one of his march compositions. Reinald Werrenrath, the baritone, sang a number for the edification of the guests, and other entertainment was provided during the evening by the Victor Salon Orchestra, under the direction of Nathaniel Shikret, and by the Revelers.

Hope was expressed by the various speakers that as a result of the generous action of the Victor Co. there would be brought to light a great symphonic work reflecting in no uncertain manner the spirit of America.

Gulbransen Enters Radio Set Field

The Gulbransen Co., Chicago, has announced the addition of a line of radio receivers, this division of the Gulbransen business being entirely separate from the piano department. The first Gulbransen receivers are furnished in two styles, a table model, retailing at \$137.50, and a console model at \$225. The Gulbransen receiver is a six-tube AC receiving set. It bears a name respected in the world of music, due to the prestige of Gulbransen pianos, built up over a period of years through consistent national advertising.

The Gulbransen receivers are said to be instruments sturdy in construction, simple to operate and of great beauty from the standpoint of cabinet work. The Gulbransen radio line is now in production, and A. G. Gulbransen, president, announces that the first shipments will probably be made the middle of June. Back of Gulbransen radio products are Mr. Gulbransen's fifty years of experience and background in the music business. More than 150,000 people in the United States are already familiar with the reputation of the Gul-

bransen Co., through ownership of Gulbransen pianos. In making announcement of the radio receivers, Mr. Gulbransen stated that the piano salesmen will continue on piano activities in a division separate from the radio.

The console model contains a built-in speaker, one-dial control, and is produced in a walnut cabinet. The table model is also in a walnut finish. All of the public acceptance for Gulbransen products, built up through the firm's national advertising campaigns, becomes an additional asset in the merchandising of the new radio line. The company has announced that an aggressive advertising program has been prepared for the radio division.

Increase Freshman Co.'s Common Stock

At a meeting of stockholders of the Charles Freshman Co., Inc., New York, on June 4, it was decided to increase the common stock of the company from 225,000 shares to 500,000 shares of no par value, according to an announcement by C. A. Earl, president.

SUPREME
SERVICE INSTRUMENTS

A. C. Portable D. C.
Laboratories
Most Complete Test Sets
Ever Designed



Patents
Applied For

SUPREME MODEL 100A
Radio Service Instrument and Traveling Case
Instrument lifts out of case. Fully equipped with instrument, all tools, and supplies necessary for a service man to step out on a job. This case contains compartments for everything and has a tube shelf designed for instant accessibility but absolute protection to tubes. Under this swinging shelf are felt-lined compartments for small tubes, oscillator coils, etc. Has lock and key. Strong leatherette covered case, size 10½x18½ inches. Price complete, \$98.50 net. Equipped with large AC meter 0-3, 0-18, 0-150 volt triple scale with leads. In leather case. \$11.00 extra.
Installation Plan: \$28.50 Cash and \$10.00 Monthly.



Patents
Applied For

SUPREME MODEL 80A
RADIO SERVICE INSTRUMENT, STORE CASE
Cover has slip hinges for removal
Fully equipped with instrument, special test cords, adaptors, coils, and everything needed to test radios and demonstrate in the store or on counter. Cover has compartment to hold all accessories. Has lock and key. Strong leatherette covered carrying case, size 7x18x5½ inches.
PRICE COMPLETE, \$89.50 NET
Equipped with large AC meter 0-3, 0-18, 0-150 volt triple scale with leads. In leather case \$11.00 extra

**BOOKLET ON SERVICE READY FOR
FREE DISTRIBUTION**

The Supreme Instruments Corporation of Greenwood, Miss., makers of the Supreme radio service instruments and portable laboratories, have recently received a 64-page booklet from the press, entitled, "How to Service Radios and Money Making in Radio Service," which will be mailed free to all dealers and service men requesting same.
This large booklet of 30,000 words is written in an entertaining manner and has numerous subjects of interest to the service man.
Something new started by this concern for users of Supreme instruments is the newly created branch of the engineering department which helps the service man in his difficult service problems. This service is free to Supreme users at all times and is run by practical service men and a former radio editor.

SUPREME
THE SUPREME INSTRUMENTS CORP.
GREENWOOD, MISSISSIPPI

Irving Sarnoff Heads Distributing Firm

Sterling Radio & Electric Co. Formed to Distribute Majestic and Other Radio Lines in Metropolitan Territory

Irving Sarnoff, one of the best-known executives in the music-radio industry in the Eastern district, has announced the formation of the Sterling Radio & Electric Co., with headquarters at 27 Warren street, New York City. This new company, of which Mr. Sarnoff is president, will distribute Majestic all-electric radios and other well-known lines of radio accessories and cabinets in Greater New York, Brook-

lyn, Long Island, Staten Island and Westchester County. Plans are being made to cover this territory intensively with a staff of sales representatives.

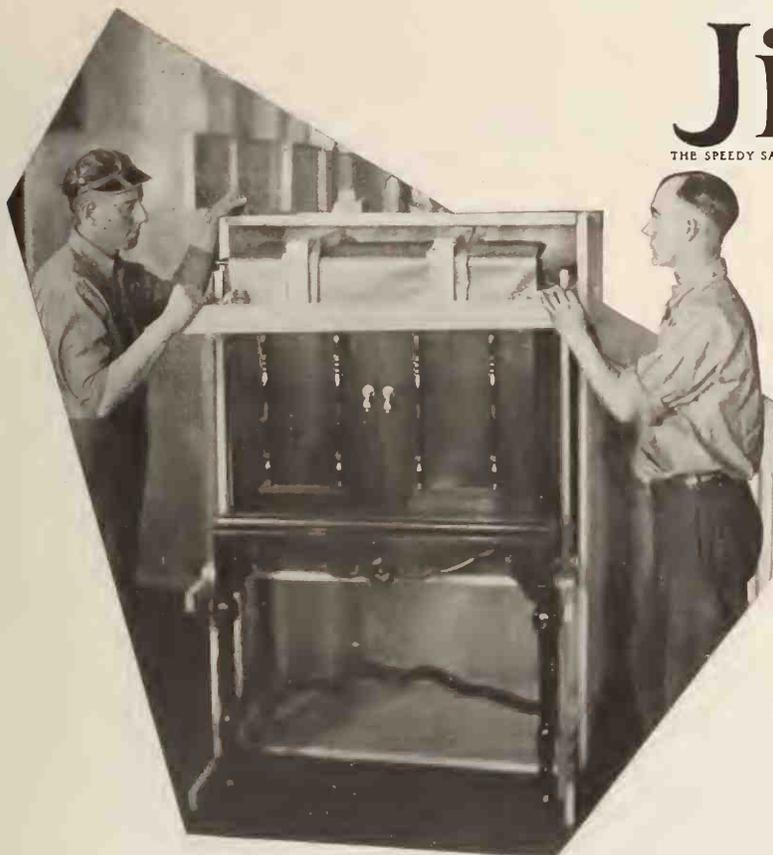
The Sterling Radio & Electric Co. will maintain a completely equipped showroom and service department at the New York City address, and will make deliveries not only from stock on hand in their own building but also from a warehouse in Brooklyn, thus insuring prompt and efficient service to all dealers.

Mr. Sarnoff's past experience fits him particularly well for the post of chief executive officer of this new distributing firm. He was associated with Stanley & Patterson, New York, one of the largest distributing houses in the East, for many years as manager of the radio division, enjoying intimate contact with dealers

in the metropolitan district. Mr. Sarnoff states that the policy of his new firm will be to render the same high type of service and cooperation with dealers that they have become accustomed to in his previous connection.

Ends Wholesale Outlets

CAMBRIDGE, MASS., June 1.—The General Radio Co., of this city, will discontinue all of its distribution outlets on July 1. It is announced that this change has been brought about not through failure of this method of distribution, but rather due to a change in the product manufactured, as the major part of its output is now in laboratory apparatus and a different plan of distribution is essential.



Jiffycase

TRADE MARK REGISTERED

THE SPEEDY SAFE ECONOMICAL PACK FOR FURNITURE, PHONOGRAPHS AND RADIO CABINETS

Speed packing in the nifty Jiffycase manner at the plant of the Vincennes Phonograph Manufacturing Company, Vincennes, Indiana

BRANCH OFFICES

NEW YORK OFFICE
No. 80 Maiden lane
Rulofson and Sayer
Eastern Representatives

C. L. Strey,
General Sales Representative
Wabash, Indiana.

New England States:
G. E. Young and Company,
Lebanon, N. H.

Studley Box and Lumber Co.
Rochester, N. H.

Nifty pack

What could be sweeter than the Jiffycase manner of packing furniture? Can you conceive of a niftier pack?

Jiffycases speed up packing. They come to you in the shape of

reinforced panels, cut to size and ready for instant assembling.

Jiffycases reduce shipping costs. They stack in minimum storage space and require only a skeleton shipping room personnel to assemble.

Jiffycases build goodwill. Being both light and supremely sturdy, they carry your product with utmost safety at the lowest possible freight cost.

Jiffycases can be adapted to your needs—May we show you how?

Space 129, R M A Trade Show, Hotel Stevens, June 11-15

THE NORTHWESTERN COOPERAGE & LUMBER COMPANY, GLADSTONE, MICH.



"PEERLESS"
MAPLE
FLOORING
AND
LUMBER

VENEERS
AND
PLYWOOD

President Signs New Revenue Bill Aiding Instalment Dealers

Includes an Amendment Designed to Relieve Merchants Doing Instalment Business From Paying Double Taxes—Reduces Corporation Tax Rate to 12 Per Cent

WASHINGTON, D. C., May 31.—On Tuesday President Coolidge signed the new Revenue Bill, including the various provisions agreed upon by the conferees of the Senate and House, after prolonged discussion, thus making the new measure a law of the land. The new provisions include an amendment designed to relieve merchants doing business on the instalment basis from paying double taxes, the reduction of the corporation tax rate to 12 per cent, and the retention of the present surtaxes on individual incomes. The bill also increases the exemption of corporations from \$2,000 to

\$3,000 and increases from \$20,000 to \$30,000 the maximum of earned income. The Senate provision for publicity of returns was abandoned, as was the House provision for a graduated tax on small corporations.

The 12 per cent tax rate on corporate income was a compromise between the House rate of 11½ per cent and the Senate rate of 12½ per cent, and will save the corporations of the country a total of \$123,450,000, while the increase in exemption will save another the round sum of \$12,000,000.

The total reduction in the bill finally agreed upon is approximately \$220,000,000, somewhat in excess of the \$210,000,000 limit set by the administration and the \$206,000,000 bill passed by the Senate, but well below the \$290,000,000 cut made by the House.

The instalment provisions of the bill stipulate that "if a taxpayer elects for any taxable year to report his net income on the instalment basis, then in computing his income for the year of change or any subsequent year, amounts actually received during any such year on account of sales made in any prior year shall not be excluded."

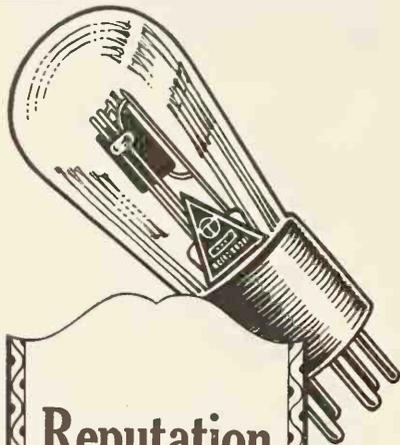
It is also provided that "if any taxpayer by an original return made prior to February 26, 1926, changed the method of reporting his net income for the taxable year 1924 or any prior taxable year to the instalment basis, then, if his income for such year is prop-

erly to be computed on the instalment basis—
 "(1) No refund or credit of income, war-profits or excess profits taxes for the year in respect of which the change is made or any subsequent year shall be made or allowed, unless the taxpayer has overpaid his taxes for such year, computed by including, in computing income, amounts received during such year on account of sales or other dispositions of property made in any prior year; and
 "(2) No deficiency shall be determined or found in respect of any such taxes unless the taxpayer has underpaid his taxes for such year, computed by excluding, in computing income, amounts received during such year on account of sales or other dispositions of property made in any year prior to the year in respect of which the change was made."

"(b) Nothing in this section shall be construed as in any manner modifying sections 607, 608, 609 or 610 of this Act, relating to the effect of the running of the statute of limitations."

It is provided, however, that relief is not to be provided for taxpayers shifting to the instalment basis and filing amended returns for previous years, although they are to be protected as regards their original returns.

The amendment provides that in case of claims by the taxpayer for refunds the double taxation rule shall apply, but that in case of claim by the Treasury Department for deficiency the single tax rule shall apply. It is stated that most of the claims in the music industry which have arisen or would arise are deficiency claims and protected by the amendment. It is further understood that there are no pending deficiency claims of any size arising from amended returns so that none of these things have been adversely affected by confining the relief only to the original returns.



Reputation

is the life-blood of the successful business. Televocal quality Tubes help build reputation because their performance is always a little bit better. A complete line of A.C., D.C. and Power Tubes of all types.



Televocal Corporation

Televocal Building

Dept. G-1

588 12th Street

West New York, N. J.

Televocal
Quality Tubes

Mohawk Distributor Features Service



W. A. Everly and F. E. Fluegel, officials of the National Auto & Radio Co., are here shown before starting off a rush order of Mohawk receiving sets destined for Roshek Bros., Dubuque. "Fast delivery service," even though it necessitates the use of airplanes, is a Mohawk trait.

Fada Metropolitan Trade Dines



Seven hundred Fada franchised dealers from the New York territory were entertained on May 25 at a banquet at the Hotel Astor, New York City, marking the culmination of the exhibit of new Fada models. The gathering was addressed by R. M. Klein, general manager.

IN THE MUSICAL MERCHANDISE FIELD

Harpist Buys Lyon & Healy Instrument

Baroness Violet B. Wenner, Internationally Known Soloist, Pays Tribute to the Excellence of Lyon & Healy Product

CHICAGO, ILL., June 4.—A sale which brought to light a few interesting details regarding the career of a most versatile and eminent artist is one recently made of a Lyon & Healy concert harp to the Baroness Violet B. Wenner by R. J. Keenley, manager of the harp department of Lyon & Healy.

Baroness Wenner is on a tour of this country and recently stopped in Chicago. The Baroness has not only studied with some of the greatest harpists of England, but has also achieved distinction as a painter, having studied under the tutelage of Professor Von Angeli, a very famous painter of European nobility. Among the many notables she has painted are the former Kaiser, the late Franz Joseph, and Marchioness of Cambridge and her children.

Before coming to America she was solo harpist with the Halle Orchestra, under the direction of Franz Richter, noted for his Wagnerian Bayreuth Festival performances.

Asked concerning her choice of the Lyon & Healy concert harp, the Baroness stated: "In my travels here and abroad I have found that my harp is subjected not only to much handling, but also to the rigors of violent climatic changes. One reason, therefore, why I prefer the Lyon & Healy concert harp is its sturdy construction and its remarkable ability to resist the retrograding effects of varying climates."

Harmonica Scores at Rotary Conference

ATLANTIC CITY, June 1.—The harmonica captured Atlantic City at the recent annual conference of the Fiftieth District of the Rotary International, representing eastern Pennsylvania and New Jersey. Nine cities had their own uniformed harmonica bands. A parade inaugurated harmonica festivities in which 400 youngsters took part. Preliminary contests were held on Young's Million Dollar Pier followed by finales during lunch hour.

Rotarian "Al" Hoxie, who had just concluded the annual harmonica contest in Philadelphia, addressed the Rotarians upon the subject of harmonica music. The Philadelphia Harmonica Band made a special trip to Atlantic City for the affair, and Ray Kraus, who won the harmonica championship in Philadelphia, was also present.

At the banquet in the evening the harmonica was also an important factor in the musical program, and at the conclusion of the conference a resolution was adopted commending Albert M. Hoxie for his splendid work and recommending the organization and training of community harmonica bands to the Rotary Clubs.

French Manufacturer of Saxophones in New York

G. Bredy, of Paris, France, manufacturer of reeds for clarinets and saxophones, under the names of "Sirene" and "Bredy Solist," is now in New York for the purpose of demonstrating

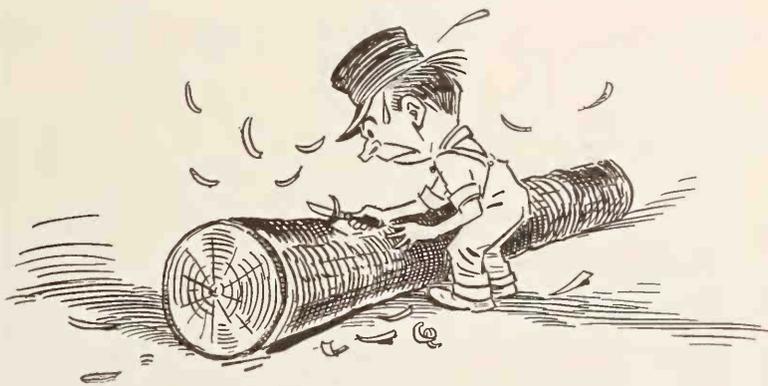
his product to American musicians. He is making his headquarters at the New York offices of Thorens, Inc., 450 Fourth avenue, where the entire line of reeds is on display.

Mitzie Dailey Is Bacon Enthusiast

TOLEDO, O., June 4.—Mitzie Dailey, who has charge of the musical merchandise department of Grinnell Bros.' Music Store, of this city, is an accomplished banjoist and also plays the

banjo-guitar. She is also a member of a ladies' dance orchestra which has appeared at many of the leading affairs in Toledo, Detroit and other nearby cities. Miss Dailey is a Bacon banjo enthusiast, and is the proud owner of one of the \$750 Bacon Silver Bell banjos, which she purchased from the Bacon Banjo Co., Inc., of Groton, Conn.

According to incorporation papers filed at the Secretary of State's office, the capitalization of Gibson, Inc., Kalamazoo, Mich., manufacturer of Gibson fretted instruments, was increased this week to \$300,000.



He That Works Without Tools Is Twice Tired

SELLING is hard work at the best. You need help if you are to do a successful job.

King Instruments do a manly job of helping out. Self-demonstrating merit is built into every horn. You can say "here it is, try it," confident that your prospect will arrive at a favorable decision.

And we don't stop at building a good, honest instrument. We give our representatives an abundance of selling cooperation. National advertising is backed by an intelligent dealer-help service. (Have you seen copies of the King Dealer News and The White Way?)

If sales aren't coming as they should, perhaps it is the merchandise, and not yourself, that is to blame. We will welcome a chance to tell you how King Instruments will lessen sales resistance.

THE H. N. WHITE CO., 5215-01 Superior Ave., Cleveland, Ohio

Makers of **"KING"**
BAND INSTRUMENTS

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 167)

Small Goods Jobbing Firm Is Organized

Musical Instrument Distributors, Inc., Purchase Wholesale Small Goods Business From Sherman, Clay & Co.

SAN FRANCISCO, CAL., June 4.—Sherman, Clay & Co. have retired from the wholesale field and will in the future confine their activities strictly to retail operations. To that end the company recently sold its wholesale small musical instrument business to the Musical Instrument Distributors, Inc., composed of several former employes of the Sherman-Clay organization, namely, F. A. Norton, president, former small goods department manager; Louis Gottlieb, vice-president; Ray Furlang, treasurer, and Ed Schlueter, secretary.

Sherman, Clay & Co. have announced that they will be responsible for the accounts and guarantee payment of all bills of the new company until further notice.

Temporary quarters of the Musical Instrument Distributors, Inc., have been established at 536 Mission street, this city, and at 224 East 11th street, Los Angeles.

Junior Band Contest in Milwaukee, June 8

Fourteen Organizations Entered in Event Sponsored by the Milwaukee Leader—Two Prizes Offered to Winners

MILWAUKEE, WIS., June 4.—Fourteen bands have entered into the fourth annual junior band contest sponsored by the Milwaukee Leader, which will be held at Lake Park on June 8. Two large trophy cups will be awarded to the winning bands in Class A and Class B.

Bands which have announced that they will take part in the contest are the South Milwaukee High, which has forty-eight players, under the direction of T. Philler Curtis; Girls' Technical School, thirty-one players, director, J. E. Skornicka; West Allis High, forty players, Damon Shook; Milwaukee Vocational Girls,

Eugene M. Rodat, director, fifty-one players; Boys' Technical, H. C. Taylor, director, forty-six players; Riverside High, J. W. Schneck, director, forty players; North Division, Joseph Bergein, director, sixty players; Shorewood High, Sandy S. Smith, director, forty-seven players; South Division High, Louis B. Goodrich, director, forty-five players; West Division High, G. W. Ciffelt, director, forty players; Washington High, Harry D. O'Neill, director, fifty-five players; Milwaukee Vocational Boys, G. B. Behnken, director, ninety-five players; Cudahy High, Oscar Kluck, director; and Lincoln High School, N. H. Kingsley, director, thirty-four players.

Local dealers are taking an active interest in the tournament and a number of tie-ups on advertising and sales promotion will be made prior to and during the tournament, it has been announced.

Joliet High Wins National Band Contest

Illinois City School Band Takes First Prize in Nationwide Competitive Event for Third Successive Year

JOLIET, ILL., May 28.—For the third successive year the Joliet High School Band won first honors in the third annual national high school band contest held here last week before a crowd of 3,000, which packed the high school auditorium. The Joliet band will now retain the championship cup.

The band of Senn High School, of Chicago, was awarded second place, and third honors were won by Modesto, Cal. The other three bands which reached the finals finished in the following order: Gary, Ind.; Hammond, Ind., and Council Bluffs, Ia.

Results of the contest were announced by John Philip Sousa, famous bandmaster, who headed the judges, and his associates, Edwin Franko Goldman and Capt. Charles O'Neill, also bandmasters.

Twenty-seven bands from high schools in fifteen States competed in the contest.

De La Salle High School Band was second, and Senn fourth, in the marching contest staged

BACON BANJOS

*Sold by Representative
Music Merchants*

BACON BANJO CO., Inc.

GROTON, CONN.

independently by the Joliet Chamber of Commerce. Joliet's boys were first.

First honors in the competition of class B bands (those from high schools of less than 400 students) went to St. Mary's Industrial School at Baltimore, Md.; Lansing Vocational School, Lansing, Mich., was second; Princeton, Cal., High School, third; and Vermilion, S. D., fourth.

"Tuckaway" Is Newest Hohner Harmonica

Covers of New Instruments Form Complete Housing, Thus Giving Full Protection to Them

The "Tuckaway" is the name of a new harmonica just placed on the market by M.



Hohner, Inc., including two numbers recently perfected by the factories. These patented novelties are harmonicas that tuck themselves away into their covers at a slight pressure of the hand, the covers forming a complete housing. The same pressure drops it automatically into playing position.

This self-covering device gives a harmonica that can be completely encased in the pocket



free from dust and dirt. Model No. 777, ten single holes and twenty reeds, sells to the dealer at \$5.75 a dozen, and model No. 780, sixteen double holes and thirty-two reeds, sells to the dealer at \$7.20 a dozen.

Aids Harmonica Sales

Harmonica sales in Cleveland and suburbs have been greatly helped through the appearance of Borrah Minnevitich, impresario of the harmonica, who was at Loew's State Theatre for a week's engagement and who also gave demonstrations to school children in the Auditorium of the Cleveland News. The Cleveland Board of Education instructors at the nineteen public playgrounds are teaching all the children to play the harmonica, and music dealers have been featuring this instrument in both their window and counter displays with very good success.

BRUNO

THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, Inc.
351-53 FOURTH AVE. NEW YORK CITY

GLEANINGS *from the* WORLD *of* MUSIC

Sheet Music Dealers Convene in New York City on June 11

Fifteenth Annual Convention of the National Association of Sheet Music Dealers Will Be Held at Hotel McAlpin on June 11 and 13—Topics to Be Discussed

The fifteenth annual convention of the National Association of Sheet Music Dealers is being held at the Hotel McAlpin, New York City, June 11 and 13, as this issue of *The World* goes to press. A number of important mat-

This year's meeting will be an important one. Every retail sheet music concern, whether a member of the Association or not, is urged to send a representative to the annual convention and receive its benefits."

Some of the subjects scheduled for discussion are the following:

1. Co-operation between retailers and publishers.
2. Newspaper reviews of new music and the inserting of retail advertisements in conjunction with the same.
3. Public school music. The securing and maintaining by retailers of a contact with this increasing market.
4. Chain store and mail-order competition.
5. Catalogs: the need of bringing these up to date. Co-operation with the U. S. Copyright Office towards making available complete lists of new publications.
6. Music sent on consignment to teachers and schools.

7. Disposal of overstock through announcements in the trade press.

8. The penalizing of retailers by publishers on small quantity orders.

9. The using of sheet music as a bait by concerns outside of the sheet music trade.

10. Sales promotional work. The co-ordinating of effort towards increasing the demand for music publications.

A resolution is being drafted by Joseph M. Priaulx, of C. H. Ditson & Co., New York, to be presented at the convention, that the leading newspapers of the country be asked to review newly published music in their feature columns just as they now review books. "Interest in music has increased so amazingly in this country," said Mr. Priaulx in an exclusive interview in the *New York Times* of Sunday, April 8, "that discussion by the newspapers of newly composed music would be welcomed by many people. The 22,000 music dealers in the country, the thousands of music teachers, the hundreds of thousands of music students, as well as the countless lovers of music, would take great interest in weekly newspaper accounts of newly composed music, as well as news of books about music.

"Books about music are reviewed to some extent already," Mr. Priaulx stated, "but not with the regularity and completeness which music lovers would like." The discussion on this subject should prove most interesting.



Thomas J. Donlan

ters are scheduled for discussion and the meetings are expected to be exceptionally well attended. The convention will open with singing by the assembled dealers, following which the program will start with a tribute to the late Raymond W. Heffelfinger, founder and first secretary of the Association.

The keynote of this year's convention is co-operation. To quote the printed announcement of the secretary, Thomas J. Donlan: "Need of teamwork in the music trade is constantly becoming more urgent. The general public interest in music is increasing rapidly. Music is coming into its own as an educational factor. It is being adopted more and more as an adjunct to commercial, industrial and community life. The nation-wide musical activities of the past few years are an indication of the tremendous progress that is being made in music.

Will Exploit Catalog of Semi-Classic Music

De Sylva, Brown & Henderson, Inc., Announce Formation of New Department With Leo Edwards in Charge

Announcement is made by De Sylva, Brown & Henderson, Inc., New York City, of the formation of a new department to be devoted exclusively to the exploitation of a high-class catalog.

Leo Edwards, for years identified with the Schuberts, is in charge of this department. He also handles all details in connection with stage presentations of the firm's popular catalog.

At the present time Edwards is concentrating on the exploitation of three songs of which the firm expects great things. These are: "Angela Mia" (My Angel), the Erno Rapee-Lew Pollack song which is the musical theme for "Street Angel," the Fox super-film, now on view on Broadway; "Mammy Is Gone," a very powerful song by B. G. De Sylva, Lev

Brown and Ray Henderson. This song is one of the most human compositions in some time. The third song in the group is "High Water," a very unique composition by Marsh McCurdy, with lyric by J. Keirn Brennan. This song is distinctive in that it portrays the wailing of one who has felt the significance of Nature's handiwork.

Singers who prefer songs of a higher class have found the above-mentioned compositions a great asset to their programs.

By way of further mention, De Sylva, Brown & Henderson, Inc., also announce that they have acquired a few compositions by America's foremost composers of standard and semi-classic music, Charles Wakefield Cadman, Oley Speaks (writer of "On the Road to Mandalay") and Frederick Martens. Announcement will be made in the near future of the first compositions from these writers to be released by De Sylva, Brown & Henderson, Inc.

The installation of a complete sheet music department by Maison Blanche, New Orleans, La., was recently announced. Miss Irene Seigel is in charge of the new department, which is located in the music salon on the fourth floor.

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST

IRVING BERLIN INC., 1607 Broadway, New York

E. B. Marks Music Co. to Issue Folios

Will Issue Collections of Various Categories of Music—Work Already Started on Seven of the Series

Ceding finally to the demands of hundreds of dealers who have requested many of its well-known standard numbers in folio form, the Edward B. Marks Music Co. has decided to issue collections of various of the different categories of music in its catalog of nearly 11,000 copyrights. Work has already started on seven of these folios, including an old-timer collection for piano and voice that will assuredly be very different and much more complete than most of those ever put on the market.

As publishers of "Hot Time in the Old Town," "Ida, Sweet as Apple Cider," "My Gal Sal," "Under the Bamboo Tree" and a score of others equally well beloved, the Marks Co. has come to be regarded as a headquarters for the best of the songs of the earlier day. The firm was established in 1894 and since that time has absorbed catalogs of songs written and published even before that time. The result is an old-timer collection that is almost unparalleled, say Marks officials.

As an example of the care taken by the Marks executives in choosing the very best numbers for these collections, the second folio, a march book, might be taken. Three of the "higher-ups" in the organization spent the better part of two days going over the best marches in the entire catalog. More than sixty marches were played over and considered from every possible angle. Finally fourteen of the very best were selected, including some in 2/4

time, some in 4/4 and some in 6/8 rhythm, that, popular in the days of "Handicap" and "Honeymoon," have made a great comeback since "Valencia" showed the younger generation what could be done with the novel tempo. Such composers as Paul Lincke and George Rosey are represented by some of the best marches these great musicians ever wrote.

The five other folios definitely chosen are Filmusic Collections of Tangos, Marches, Paul Lincke pieces, Intermezzos and one-steps. The Marks collection of tangos, recently augmented by the attractive "Ladron," is too widely known to be mentioned, and the Lincke anthology, headed by such masterpieces of light classical music as "Glow Worm," "Spring, Beautiful Spring," and "Fireflies," is one for which the demand has been most insistent. Announcements regarding the date of publication of these folios will be made soon.



Standing: LEW BROWN, B. G. DE SYLVA, RAY HENDERSON
Sitting: ROBERT CRAWFORD

A METEORIC CAREER!

SIXTEEN months ago . . . a new music publishing firm began the career which destiny had carved out for it. A destiny that was to be spectacularly successful. Less than a year and one-half ago Bud De Sylva, Lew Brown and Ray Henderson, three of America's most successful song writers, joined forces with Robert Crawford, an executive with a record of striking accomplishments. A quartet of young men . . . progressive . . . alive and alert to new ideas and new conditions in the popular music industry.

Right from the start the firm launched a hit . . . followed by a score of others, including "AMONG MY SOUVENIRS," "IT ALL DEPENDS ON YOU," "BROKEN HEARTED," "SO BLUE," "TOGETHER," the hits from the music production "Good News," and many others which were the biggest song successes of the year.

Today De Sylva, Brown & Henderson, Inc., is right up in the vanguard of popular music circles. A firm with a record of unusual accomplishments and a future that promises even more.

To those who have helped us in the past to attain these achievements we express our sincere appreciation. For the future—we invite every dealer and jobber to co-operate with us. We have a catalogue of hits now riding, and many embryonic ones under way, which will help you to sell more sheet music.

Special
Notice!

We Are the Publishers of the New
"George White Scandals of 1928"

Ready
June 15th

DE SYLVA, BROWN & HENDERSON, INC.

ROBERT CRAWFORD, President

745 7th Avenue

New York City

De Sylva, Brown & Henderson Invade the Production Field

Announce That They Will Publish Scores of at Least Five Productions, Four of Which Will Be Written by Them—New "Scandals" Score to Be Ready Soon

Having already become one of the most prominent factors in the popular music publication field, the still youthful firm of De Sylva, Brown & Henderson now has definitely invaded the production field. Their first venture, with the score of "Good News," was a phenomenal success. This show was productive of such outstanding hits as "Good News," "Varsity Drag," "The Best Things in Life Are Free," "Lucky in Love" and "Just Imagine." Four companies of this production are running currently in New York, Chicago, Boston and the West Coast.

However, one robin does not make a Spring, and publication of one production score does not necessarily put a firm at the top of the heap. With that knowledge in mind the firm has busied itself, with the result that announcement is made of at least five production scores to be published by De Sylva, Brown & Henderson, Inc.

Four of these are by the boys whose names the firm bears, B. G. De Sylva, Lew Brown and Ray Henderson. The first show, already completed and in rehearsal, is the new George White's Scandals. In an early issue of this publication the songs are to be announced, as will the other three shows. The same writers are responsible for the last previous edition of the "Scandals," which will be re-

membered for its tremendously popular score containing such hits as "Black Bottom," "Birth of the Blues," "Lucky Day," etc.

The fifth musical score to be published by the firm, in addition to the four by the members of the firm, is a show written by Harry Archer and Walter O'Keefe, to be produced by Jones & Green. Harry Archer will be remembered for his hit score of "Little Jessie James" (which contained the song hit, "I Love You"), and for a good many others that Broadway accepted.

Walter O'Keefe sprang into prominence with his sensational rib-tickling song, "Henry's Made a Lady Out of Lizzie." He is a newcomer in the production field and is an accepted wit, with a freshness of lyric writing that should be more than welcome to Broadway theatregoers.

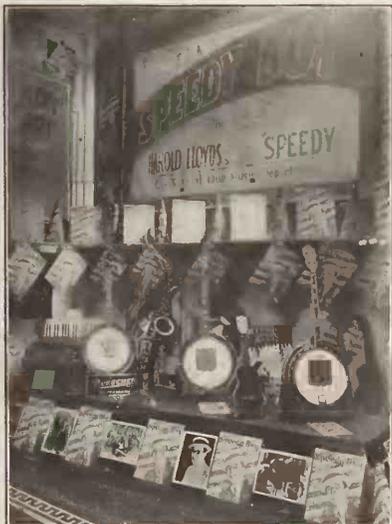
The five productions referred to are already definite as regards their publication by De Sylva, Brown & Henderson, Inc. There is a possibility that before many months this number may be increased by at least two.

And so De Sylva, Brown & Henderson, Inc. face a golden flood for the next twelve-month period. As a certain party remarked after a few trans-Atlantic fliers had already completed their hazardous journey, "They'll get there yet."

Weymann's Display Features "Speedy Boy"

Prominent Philadelphia Music Store Features Theme Song of Harold Lloyd Film—Sales Stimulated by Display

PHILADELPHIA, PA., June 5.—Capitalizing on the the Harold Lloyd popularity the H. A. Weymann & Son music store here recently devoted



Weymann's "Speedy" Window

its entire window to a display of "Speedy Boy," the theme song of the new Lloyd comedy sensation "Speedy." This effective window display was appropriately dressed with snapshots of the popular film comedian and "stills" from his latest flicker sensation.

"Speedy Boy" is published by the Robbins Music Corp., New York City, and is effectively tied up with the Paramount release of the Harold Lloyd celluloid feature. As with the instance of the Victor records being released in

advance of the film comedy, in order to enable music dealers to stock up in anticipation of the rush, the enterprising Weymann store superseded "Speedy Boy" over all the current song hits for immediate sales inspired by the greatest exploitation medium—the screen, and the most luminous of its satellites, Harold Lloyd.

Irving Berlin Has Two New Quick Hits

Irving Berlin, Inc., New York City, announces the release of one of the quickest song hits they have published in current years entitled "Get Out and Get Under the Moon." While the song is only a few weeks old and was only recently introduced on the air, jobbers have been ordering it in large quantities.

The firm reports that they are making this their Number One song and it will receive a 100 per cent exploitation campaign through all their branch offices. From present indications it should prove one of the biggest song hits within thirty days.

Another song that is gaining quick favor is "Old Pals Are the Best Pals After All," by Gene Austin. This number is being recorded by Mr. Austin on the Victor and will be one of the big songs in the Berlin catalog. The firm enjoys one of the finest selling catalogs it has had in several years of such outstanding songs as "Mary Ann," "Back In Your Own Backyard," "I Can't Do Without You," "Sunshine," "Beloved," "Mother of Mine, I Still Have You," "I Just Roll Along," and "What of It, We Love It."

Ditson Outing on June 23

The annual get-together of the employees of the Oliver Ditson Co., Boston, Mass., has been planned for Saturday, June 23, at Pemberton, Hull, popular resort center.

Mack's Music Shop has moved to new quarters at 363 Morrison street, Portland, Ore.

"You Can't Go Wrong With Any FEIST Song"

A Real Hit!
"YOU'RE A REAL SWEETHEART"
by Irving Caesar & Cliff Friend

New! Novel! and Nifty!

"DON'T CRY BABY"
by GUS KAHN & TED FIORITO

A Ballad That's Different!
"LAST NIGHT I DREAMED, YOU KISSED ME"
by Gus Kahn & Carmen Lombardo

Cute! Clever! Catchy!

"TOO BUSY"
by NED MILLER & CHESTER COHN

That Great Harmony Ballad!
"I TORE UP YOUR PICTURE WHEN YOU SAID GOOD BYE"
by DOLLY MORSE & ANDREW DONNELLY

The Big Smash!

"RAMONA"
L. WOLFE and MABEL GILBERT and WAYNE

LEO. FEIST, INC.
231 W. 40th ST.
N.Y.C.

**YOU CAN'T GO WRONG
WITH ANY 'FEIST' SONG!**

"MY OHIO HOME"

THERE MUST BE
"A SILVER LINING"

"RAMONA"

"A SHADY TREE"

"BABY YOUR MOTHER"

"CHANGES"

"IF I CAN'T HAVE YOU"

"FELL HEAD OVER HEELS ^{IN} LOVE"

"KISS AND MAKE UP"

"MY BLUE HEAVEN"

"THAT MELODY OF LOVE"

"THE SUNRISE"

"WHAT ARE YOU ^{WAITING} FOR-MARY?"

"WHAT'LL YOU DO?"

"WHEN YOU'RE WITH
SOMEBODY ELSE"

"COQUETTE"

"INDIAN CRADLE SONG"

"YALE BLUES"

"WHEN YOU PLAYED
THE ORGAN"

"DOLORES"

"THERE OUGHT TO BE
A LAW AGAINST THAT!"

"THAT'S MY MAMMY"

"WAITIN' FOR KATY"

**LEO. FEIST, INC.,
231 W. 40TH ST.,
NEW YORK, N.Y.**

Music Publishers Meeting on June 12

The thirty-fourth annual convention of the Music Publishers' Association will take place in the Hotel Astor, New York, on Tuesday, June 12, at 10 o'clock. The morning session will be concluded about 12:30 o'clock and, if the business at hand warrants it, an afternoon session will follow, starting at 2 o'clock. This being the case, the usual buffet luncheon for members will be served in the meeting room, between sessions. Several members have drafted important resolutions, which will be presented at the meeting, and a number of other matters are on the program for discussion.

The officers of the Association are Harold Flammer, president; W. Dean Preston, vice-president; Emil A. Gunther, secretary, and Carl T. Fischer, treasurer.

Convention Outing at Briarcliff Lodge

Plans have been announced by the outing committee of the Music Publishers' Association for the annual outing of sheet music dealers and publishers to be held at Briarcliff Lodge, Westchester County, N. Y., on Wednesday, June 13. Special busses have been chartered for the occasion and will start from the C. H. Ditson & Co. store on East Thirty-fourth street at 1 o'clock. Each publisher will be entitled to bring four guests and the party will include ladies. The afternoon will be given over to golf and other outdoor sports and the dinner and dancing are scheduled for the evening. The committee arranging the outing consists of Maurice Richmond, Joseph Glassmacher and Michael Keene.

"Yamakraw" Published by Alfred & Co.

Alfred & Co., New York City, have secured the rights to "Yamakraw," a negro rhapsody by Jimmy Johnson, writer of the original "Charleston." The composition is a decided novelty and is quite lengthy, the piano part running to twenty-six pages. It has proven popular with a number of some of the well-known orchestras and during the past month was played by Nat Shilkret and His Victor Recording Orchestra, the Keep Shufflin' Orchestra from the Eltinge Theatre, and was one of the feature numbers at the concert of W. C. Handy given at Carnegie Hall recently.

Yamakraw is the name of a negro settlement in Georgia. Al Hasse, head of Alfred & Co., is putting a strenuous campaign behind the composition and expects that it will be a favorite with large orchestras.

Berlin Announces "Fanette"

The Irving Berlin Standard Music Corp. just released a characteristic fox-trot, entitled "Fanette," by Rube Bloom, composer of other famous novelty compositions.

"Fanette" has a very clever melody and should become one of the outstanding instrumental hits of the year. A special symphonic dance orchestration by one of the foremost arrangers will be made now for immediate exploitation.

Berlin Has Number by Austin

A new number, "Old Pals Are the Best Pals, After All," has recently been added to the catalog of Irving Berlin, Inc., New York City, and is showing up well. The tune is by Gene Austin, exclusive Victor recording artist and vaudeville headliner, with lyrics by Billy Rose.

MARKS HITS POPULAR-STANDARD

"HOUSE
of
HITS"

MARKS
NEW YORK
MUSIC

Est.
1894

TWO LITTLE LOVE BEES (New Fox-Trot Arr.)

IN THE SHADOWS (New Fox-Trot Arr.)

SILVER BAY (Waltz) (New)

LADRON (Tango) (New)

NO NEED TO TELL ME
THAT YOU LOVE ME (Waltz) (New)

STILL SELLING BIG

DOWN SOUTH (Fox-Trot)

KISS BEFORE THE DAWN (Waltz)

TODAY IS TODAY (Fox-Trot)

'N'YOU (Waltz)

I'M PLAYING HIDE AND GO SEEK

NEW HOT ARRANGEMENTS
(In Preparation)

IDA, SWEET AS APPLE CIDER

MY GAL SAL

ORIGINAL DIXIELAND ONE-STEP

SHIM-ME-SHA-WABBLE

BALLIN' THE JACK

Write for complete catalogues

Camard B. Marks Music Co
225 WEST 46TH ST. NEW YORK

Waring Orchestra Features Fox Song

Waring's Pennsylvanians, recently opening at the Cafe Des Ambassadeurs, Paris, achieved an overnight triumph. Since the first Parisian appearance overtures from several sources have been received offering a more extended stay. Fred Waring, director of the orchestra, was more than surprised at the warmth of the welcome which was accorded him. Incidentally, he is featuring a new American success, "Felix the Cat," a novel dance number and entertaining song. In a cablegram to the Sam Fox Publishing Co. Mr. Waring stated: "Featuring Felix the Cat, which in my opinion should be a song hit for you."

Additions to Berlin Tenor Banjo Catalog

The Irving Berlin Standard Music Corp. reports it has just taken over the exclusive publishing rights for tenor banjo, piano and mandolin and guitar on "Russian Rag" and "Some of These Days," published by Will Rossiter, of Chicago. These numbers will be arranged for tenor banjo by Roy Smeck, wizard of the strings, and will be added to the now famous banjo catalog the Irving Berlin Standard Music Corp. has. The famous John Philip Sousa marches for tenor banjo and piano are scheduled to be released early this month.

New Feist Numbers

"Last Night I Dreamed You Kissed Me" and "Too Busy," two new Feist numbers, are showing up extremely well and give every indication of finding a wide popularity. Other selections recently included in the Feist catalog are "I Tore Up Your Picture When You Said Good-by" (But I Put It Together Again), by Dolly Morse and Andrew Donnelly, writers of "Baby Your Mother," "Your a Real Sweetheart," by Orving Ceasar and Cliff Friend, and "Don't Cry Baby," by Gus Kahn and Ted Fiorito.

The Berlin number "I Wonder" is proving a favorite with radio broadcasting artists and has been included in a great many leading programs. Allan McQuhae sang it during the Atwater Kent program on May 27, and it was also featured during recent RCA and Palmolive hours.

Donaldson, Douglas & Gumble Form Firm

Well-Known Trio Inaugurate Business With Catalog of Eight Numbers From Pen of Donaldson—At 1595 Broadway

Starting with a catalog of eight songs by Walter Donaldson, the new music firm of Donaldson, Douglas & Gumble, Inc., started opera-



Walter Donaldson

tions last week at the company's headquarters at 1595 Broadway, New York City. The three members of the firm, Walter Donaldson, composer; Walter Douglas, general manager, and Mose Gumble, professional manager, need no introduction to publishing circles. Mr. Donaldson has for years been known as one of the

most prolific and successful song writers on Broadway. Within the past few years he has produced such successes as "My Blue Heaven," "At Sundown," "My Ohio Home," "There Must Be a Silver Lining," "Sam, the Old Accordion Man," "My Mammy," "My Buddy" and a host of others.

Walter Douglas is no less well known, although he has been connected for many years in a totally different capacity—that of sales and general executive. Until the first of the year Mr. Douglas was general manager of the firm of Waterson, Berlin & Snyder, New York City, and the success of many of the outstanding numbers of this firm can be traced directly to the exploitation work and campaigns launched by Mr. Douglas.

Mose Gumble, the third member of the new firm, was connected with the firm of Jerome Remick & Co., New York City, for twenty-eight years, since its inception in 1900. Mr. Gumble's wide acquaintanceship with practically all of the leading vaudeville acts and orchestra leaders throughout the country is certain to prove a most valuable adjunct to the growth of the company. At the time of leaving the Remick organization Mr. Gumble occupied the post of professional manager.

The initial catalog of the new firm is a varied one and includes the following numbers: "Just Like a Melody Out of the Sky," "Because My Baby Don't Mean Maybe Now," "Out-of-Town Gal," "In a Bamboo Garden," "Cause I'm in Love," "Little Miss Okeechobee, Oh! Be Mine," "When You Said Good-Night" (Did You Really Mean Good-by) and "Anything You Say."

S. A. Matter, music publisher of 1658 Broadway, reports that "Dreaming Away" (to Find a Way) is proving popular with radio artists. Harry Moore, formerly of Wright and Wrong, is featuring it regularly.

Whiteman Records "Wooden Soldiers"

A new Orthophonic Victor record of "The Parade of the Wooden Soldiers," electrically made by Paul Whiteman and his Orchestra, has just been released and is being lauded by everyone who hears it as one of the most superb arrangements ever to have been recorded.

This is the sixth Victor disc of "Wooden Soldiers." The others have been fox-trot, concert, characteristic, band and the original German "Die Parade Der Zinnsoldaten." Paul Whiteman recorded it once before, in 1923, and this record, back-to-back with the then popular "Mr. Gallagher and Mr. Shean," was one of the few that fluttered around the million mark in sales. That Whiteman arrangement was also specially orchestrated and beautifully worked out, but it was in the straight fox-trot tempo of that period.

The new Whiteman record is a triumph of the best to be found in ultra-modern music. His arrangers, while conforming just as closely as ever to the spirit of the piece, have achieved something entirely new in its presentation, and Mr. Whiteman's men have interpreted this brilliant instrumentation and scoring as only such thorough musicians can. The result is a record that is positively brilliant.

New Triangle Number

The Triangle Music Co., of which Joe Davis is head, is putting its efforts behind a new fast number, "Dusky Stevedore," which has every indication of proving a substantial hit. This number and a fox-trot ballad, "Right or Wrong" and "All Day Long," are the ace numbers.

AT Every MUSIC STORE

Rudy Wiedoeft's

Modern Saxophone Method

\$3.00

For years Rudy Wiedoeft has been importuned to write a method for the saxophone, and this work represents four years of diligent application to the work, conceded by all to be the most up-to-date and thorough for the modern saxophone player.

Harry Reser's

Manual of Tenor Banjo Technique

\$3.00

In this able, thorough and authentic course of instruction, Mr. Reser's vast store of knowledge is placed at the disposal of the young banjoist. This method is universally acknowledged the ideal course of instruction. Its simple, easy-to-understand lessons and exercises make for quick and lasting progress.

Three Shades of Blue

By Ferde Grofe

\$1.00

A suite of three unusual numbers, in the new American idiom, for piano. It is truly a classic in harmony and rhythm. The Paul Whiteman Victor salon record will be released shortly. We are positive it will create a sensation in the musical world.

Manhattan Serenade

By Louis Alter

A tone picture of New York in the modern style. The record of Nat Shilkret and his Victor Salon Orchestra has just been released. There is a rare treat in store for those musicians interested in this new style of music - - - - - 60c

Published by

ROBBINS MUSIC CORP.

799 Seventh Ave. New York

Robbins Activities Cover Wide Scope

Musical Scores of Two Broadway Productions Now on Presses—Sales for 1928 Show Tremendous Increase Over 1927

Despite unsettled conditions in the music industry, with many music publishers reporting sales lower than last year, the Robbins Music Corp., New York City, evidences a 100 per cent increase for its 1928 business, compared to the last half of 1927. J. J. Robbins, president of this enterprising and progressive music



Jack Robbins

publishing house, ascribes this showing to the stability of the Robbins Music Corp.'s standard catalog. The publications in the photoplay music series, folios, books, production music, etc., have summed up into huge gross sales.

The Robbins organization was also fortunate with its popular music catalog, "Rain" proving one of the season's outstanding hits.

Two new roadway productions, "Say When" and Earl Carroll's "Vanities," are now in press under the Robbins imprint. As with the two preceding editions of the "Vanities," the songs are Robbins publications, composed by Jesse Greer, Lou Alter and Raymond Klages. The most important numbers in the forthcoming edition are titled: "Once in a Lifetime," "Sophomore Prom" and "Blue Shadows."

"Say When," the new Elizabeth Marbury-Carl Reed production, is distinguished by one of the songs, "Cheerio!" being the composition of Mayor James J. Walker, of New York City, whose song hit, "Will You Love Me in December as You Did in May?" is a standard in the music industry. "Cheerio!" is a typical Walkerian optimistic gang song. Other "Say When" hits are: "One Step to Heaven," "How About It?" and "Say When," the works of Jesse Greer and Ray Klages.

The Robbins Music Corp.'s rating in the Vitaphone royalty distribution as the second highest contributor to the synchronous screen, is a tribute to the standing of the firm. With "talking movies" impending as a most revolutionary phase of the show business, Robbins is "sitting pretty," considering the cream of

creative talent under exclusive contract to the rapidly growing organization.

Among the composers exclusively aligned with the Robbins organization are Domenico Savino, music editor and vice-president of the firm, admitted to be one of the peers of cinematic-theme composers; Ferde Grofe, Dr. William Axt, of the Capitol Theatre; Erno Rapee, general musical director of the Roxy Theatre; Nathaniel Finston, in charge of all music of the Public and Loew Theatres; Dr. Hugo Riesenfeld and David Mendoza.

In the field of developing a new American music, Ferde Grofe's "Metropolis," the jazz rhapsody which Paul Whiteman is featuring on his tour and which the jazz maestro introduced on the radio, is the season's most noteworthy composition of its type. It rivals the justly famous "Rhapsodie in Blue," by George Gershwin, also a Whiteman staple, and which Grofe, incidentally, scored originally. Whiteman's Victor recording of the "Metropolis" rhapsody will be released shortly.

Another Grofe composition, "Three Shades of Blue," along with Savino's "Study in Blue" and Louis Alter's "Manhattan Serenade," are the standards of the most important commercial radio broadcasting conductors like Nathaniel Shilkret, Walter G. (Gus) Haenschen, et al. These numbers have been featured on the Eveready, Palmolive, Wrigley and similarly important radio hours.

Merle Johnston Signs With Robbins Co.

Merle Johnston, featured saxophone soloist on the Palmolive Hour, Wrigley Revue, RCA Demonstration Hour, Champion Sparkers Hour, the Mediterraneans, the new Burns Brothers Hour and with his own saxophone quartet, among other prominent commercial radio broadcasting periods, has been signed by the Robbins Music Corp., New York City, to compose exclusively for them for a period of two years.

Johnston, who is one of the best-known reed specialists in the radio and recording fields, has created the Johnston Super-Series of Saxophone Solos for Robbins publication, the first issues of which are shortly due off the presses.

Johnston's career is musical history. He records with every prominent orchestra in the country, making discs for Victor, Brunswick, Columbia, Edison, Okeh and all the others, and has been under the baton of such leaders as Frank Black, Isham Jones, Gus Haenschen, Ben Selvin, Bennie Krueger, Sam Lanin, Nathaniel Shilkret, Ben Bernie, Charles Dornberger and William F. Wirges.

New Number Added to Piantadosi List

The popular catalog of the Al Piantadosi Music Co. has been rounded out by the addition of a new fox-trot, "Just a Dance Program of Long Ago," which Mr. Piantadosi recently accepted. The firm's catalog, which is headed by Mr. Piantadosi's own number, "I'm Tired of Making Believe," written with George A. Kelley, contains in addition to the above named numbers "Louisiana," "My Stormy Weather Pal" and "Dancing Shadows."

Fred. K. Steele, Inc. Policy Wins Success

Selection of Quality Numbers Rather Than Quantity of Songs Has Been the Policy of Organization Since Inception

The music publishing firm of Fred. K. Steele, Inc., 745 Seventh avenue, New York City, is concentrating its energies at the present time on a well-rounded and varied catalog, including "Blue Idol," an Oriental fox-trot; "Dreaming Alone in Hawaii," Hawaiian waltz; "Hurry On," fox-trot fantasy; "Lei-Lani" (Wreath of



Fred. K. Steele

Heaven), Hawaiian fox-trot; "I Can't Believe It's True," waltz ballad, and "Bells of Hawaii," the Hawaiian bell song.

The success which this firm has won in its brief existence (it was organized late in 1926) is ample proof of the sound policy followed by Mr. Steele in selecting "quality" numbers rather than quantity of songs. Mr. Steele's wide experience in publishing circles has proved of inestimable value in his leading the firm to success. He started with Jos. W. Stern, Inc., and was for a time professional manager of this firm. Following this he was general manager of the Broadway Music Corp. and later with Irving Berlin, Inc.

The first number published, "Every Little While," was written by Billy Heagney and lyrics by Fred Steele. An interesting feature regarding this song is that Lawrence Wright, English publisher, recently wrote Mr. Steele informing him that the number is still proving popular throughout England and is expected to grow to even greater favor.

New Feist Class "A" Songs

The following new publications recently issued by Leo Feist, Inc., New York City, are listed as class "A" or twenty cents a copy until June 30: "Two Busy," by Ned Miller and Chester Cohn, and "I'm Wingin' Home," by Renee Russell and Henry H. Tobias, now being featured by Gene Austin. On and after July 1 these songs are listed as class "B" or twenty-two cents per copy.

<p>AN ORIENTAL FOX-TROT BLUE IDOL HAWAIIAN WALTZ DREAMING ALONE IN HAWAII FRED K. STEELE, Inc.,</p>	<p>A FOX-TROT FANTASY HURRY ON HAWAIIAN FOX-TROT LEI-LANI (WREATH OF HEAVEN) MUSIC PUBLISHERS</p>	<p>WALTZ BALLAD I CAN'T BELIEVE IT'S TRUE THE HAWAIIAN BELL SONG BELLS OF HAWAII 745 - 7th Avenue, New York, N. Y.</p>
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Karpen Cabinet Line Is of High Quality

S. Karpen & Bros. Have Been Makers of Fine Furniture for Many Years and Experience Is Reflected in Line

Leo Karpen, of the well-known furniture manufacturing house of S. Karpen & Bros., has been a close observer of the progress of radio from its mechanical age to its present era of home adornment.

That the buying public wants fine furniture is visualized through the four large Karpen factories situated in Long Island City, Chicago, Michigan City and Los Angeles, which are necessary to supply the demand for Karpen-made furniture.

It is Mr. Karpen's opinion that radio owners



Leo Karpen

will insist that their radio sets be housed in cabinets that will match in quality the other furniture in the home and accordingly Karpen has placed on the market a line of radio cabinets of particularly high quality. The Karpen trade-mark is regarded by the buying public as an assurance of quality.

Leo Karpen has given his personal attention to every detail in the production of the radio cabinet line, and Studner Brothers, Inc., of New York and Chicago, have been appointed national sales agents.

World's Classified Advertising

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c per line. If bold-faced type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

SALESMEN WANTED

We offer an exceptional opportunity to two salesmen who have a record of accomplishments and a radio jobber and dealer following. Liberal commission with a future promotion to general or sales managership.

Read about our product in our ad in this issue. Our distinctive automatic tuning device is a conclusive selling argument and eliminates competition. Good territory open. Apply by letter to—

Martí Electric Radio Co.

22 Central Ave. W. Orange, N. J.

WANTED EXPERIENCED SALESMAN

On portable phonographs. In reply give territory covered, volume of business and references.

Petersburg Luggage Co., Inc.

Petersburg, Va.

LINES WANTED—Strong Pacific Coast Representation is offered to a manufacturer of merit by a financially able selling organization. Address Box 1647, care Talking Machine World, 420 Lexington Ave., New York, N. Y.

POSITION WANTED—Phonograph designer and assembler would like to connect his services with phonograph manufacturers. Six years in business. At present heading an assembling plant and designing phonographs for the individual requirements of consumers. Understands everything about the phonograph and process of reproduction. Have designed plans for motors, phonographs, tone-arms, and reproducers, which have not yet been used. Will surrender these plans to would-be employers for the consideration of the salary, if satisfactory and attractive. Address Box No. 1648, Talking Machine World, 420 Lexington Ave., New York.

Travelling Salesman at liberty for line of phonographs, radios or musical goods. Salary and commission basis. W. A. Watson, Deep Gap, N. C.

POSITION WANTED—Expert Phonograph Repairman, 20 years' experience on all makes of American and foreign motors, also some experience in selling phonographs, radio. Can manage the entire music store. Address Box 1649, care Talking Machine World, 420 Lexington Ave., New York.

SALES EXECUTIVE

With an excellent record of achievement in the piano and music industry field—wishes to open negotiations with some institution requiring the services of an executive of matured experience. Permanently employed at present, but for purely personal reasons desire to make another connection. Address Box 1646, care Talking Machine World, 420 Lexington Ave., New York, N. Y.

Wilson Co. Celebrates Fortieth Year

OSHKOSH, Wis., June 4.—The Wilson Music Co., founded in 1888, when Joseph Wilson and his son, E. S. Wilson, now president of the firm, purchased the music store of G. R. Lampard, observed its fortieth anniversary in business on May 24. The store is located at 178-180 Main street and the company has operated a branch store at Stevens Point for about seven years. In reminiscing on the business, Mr. Wilson said that when he first entered it organs were the popular big instruments and pianos were just coming into vogue. The guitar and banjo were the popular home instruments, he said, because they represented only a moderate expenditure.

Order Grebe Sets in Carload Lots

Grebe sets are going out by the carload, according to an announcement from the headquarters of A. H. Grebe & Co., New York City. The Grebe AC 6 Synchrophase radio receiver has created a wide market for itself. The accompanying photograph shows the May shipment of this model to the Doubleday-Hill Electric Co., Grebe distributor, of Pittsburgh, Pa. This company, like the manufacturing organization, was one of the pioneer houses



Grebe Shipment to Doubleday-Hill Elec. Co. in radio and has built up substantial business in Grebe radio in the Pittsburgh district.

New Fada Representative

James D. Gibson has been appointed sales representative for Fada Radio in southern New Jersey and eastern Pennsylvania, with headquarters in Philadelphia. Mr. Gibson has had wide experience in radio sales work in many different sections of the United States, and is particularly well acquainted with the trade in the territory he has taken over for Fada.



Davega Will Open Big Broadway Store

To Open on June 22 at Forty-second Street and Broadway—Will Have Thirty-four Departments

A new Davega United Sport Shop will be opened on June 22 at Forty-second street and Broadway. This important announcement was made by A. Davega, president of Davega, Inc., at a luncheon at the Hotel Commodore, on Tuesday, June 5, which Mr. Davega tendered to representatives of the trade and daily press. The Davega chain of stores retail Brunswick Panatropes, Freed-Eisemann and Atwater Kent radios, and other well-known lines in the music-radio field.

The new store will be the largest store in the Davega chain and is strategically located at the busiest intersection of the city. Two private elevators will carry customers to the second floor, where the thirty-four departments of the store will be located.

It is planned to celebrate the opening of the store in an auspicious manner.

The C. A. Kortzen Music Co., which was formerly located in the Tyni Building, in Longview, Wash., has moved to new quarters on the ground floor of the Columbia Theatre building, and W. R. Ingram has been appointed to the post of sales manager.



ONE of the reasons for the outstanding success which the All-American Mohawk Radio Corp receiver has won is the manner in which dealers have presented these sets to the public. The above photograph shows an attractive display of these receivers in the display space of the A. H. Revell Co., Chicago, and to the left is a reproduction of a window featuring the Dempsey-Tunney fight

The Latest Record Bulletins

Victor Talking Machine Co.

LIST FOR JUNE 1

VOCAL AND INSTRUMENTAL

- 35916 Martha—Overture—Part 1 (Flotow), Victor Symphony Orch. 12
 Martha—Overture—Part 2 (Flotow), Victor Symphony Orch. 12
 35918 Selections from "Good News," Victor Arden-Phil Ohman and Their Orch. 12
 Selections from "Funny Face," Victor Arden-Phil Ohman and Their Orch. 12
 21253 Serenade (Schubert).....Victor Salon Orch. 10
 Serenade (Rimpianito) (Toselli), Victor Salon Orch. 10
 21322 1. Sometime We'll Understand; 2. It Is Well With My Soul.....Mark Andrews 10
 1. Rock of Ages; 2. Jesus, Saviour, Pilot Me, Mark Andrews 10
 21337 Where the Gates Swing Outward Never, Homer Rodeheaver-Henry Burr 10
 Love Led Him to Calvary, Mrs. William Asher-Homer Rodeheaver 10
 21277 Itchin' Fingers.....Roy Smeck-Art Kahn 10
 Twilight Echoes.....Roy Smeck-Carson Robison 10

DANCE RECORDS

- 21371 Ah! Sweet Mystery of Life—Waltz, The Troubadours 10
 The Bells of St. Mary's—Fox-trot, Nat Shilkret and the Victor Orch. 10
 21235 La Golondrina (The Swallow)—Waltz, The Troubadours 10
 Cielito Lindo (Beautiful Heaven)—Waltz, The Troubadours 10
 21347 Your Eyes (From "The Three Musketeers")—Waltz, The Troubadours 10
 Really and Truly (From "Sunny Days")—Fox-trot, Nat Shilkret and the Victor Orch. 10
 21321 When the Robert E. Lee Comes to Town—Fox-trot, Harry Reser's Banjo Boys 10
 Down South—Fox-trot, Harry Reser's Banjo Boys 10
 21348 Willow Tree—Fox-trot, Louisiana Sugar Babes 10
 'Sippi—Fox-trot, Louisiana Sugar Babes 10

RED SEAL

- 1311 Spanish Dance (Granados-Casals)...Pablo Casals 10
 Vito (Spanish Dance) (Popper, Op. 54, No. 5), Pablo Casals 10
 1325 Souvenir (Drda).....Fritz Kreisler 10
 Old Folks at Home (Foster-Kreisler), Fritz Kreisler 10
 4038 Little Log Cabin of Dreams (Hanley-Dowling), Lambert Murphy 10
 Where My Caravan Has Rested (Teschemacher-Lohr).....Lambert Murphy 10
 6825 La Campanella (Paganini-Liszt), Ignace Jan Paderewski 12
 Nocturne in F Sharp Major (Chopin, Op. 15, No. 2).....Ignace Jan Paderewski 12
 1299 Rosalinda—Cancion (de Fuentes)...Tito Schipa 10
 Mi Viejo Amor—Cancion (My Old Love) (Oteo).....Tito Schipa 10
 6823 Samson and Delilah—Bachanale (Saint-Saens), Leopold Stokowski-Philadelphia Symphony Orch. 12
 Damnation of Faust—Kakoczy March (Berlioz), Leopold Stokowski-Philadelphia Symphony Orch. 12

MOZART'S JUPITER SYMPHONY IN A MASTERPIECE ALBUM

- Symphony in C Major, No. 41 (Jupiter) (Mozart) (Recorded in Europe)
 Albert Coates and London Symphony Orchestra
 Part 1—1st Movement—Allegro vivace; Part 2—1st Movement—Allegro vivace (concluded); Part 3—2nd Movement—Andante cantabile; Part 4—2nd Movement—Andante cantabile (concluded); Part 5—3rd Movement—Menuetto; Part 6—4th Movement—Molto allegro; Part 7—4th Movement—Molto allegro (concluded). Impresario—Overture (Mozart)
 In Album M-30, Complete on Four Double-Faced Victor Records (9201-9204) with Explanatory Folder

LIST FOR JUNE 8

- 21374 Without You, Sweetheart.....Gene Austin 10
 In My Bouquet of Memories.....Gene Austin 10
 21390 Laugh, Clown, Laugh.....Cooper Lawley 10
 What Do You Say?.....Jim Miller-Charlie Farrell 10
 21368 Imagination—Fox-trot, Roger Wolfe Kahn and His Orch. 10
 Crazy Rhythm—Fox-trot, Roger Wolfe Kahn and His Orch. 10
 21389 I'm Afraid of You—Fox-trot, Paul Whiteman and His Orch. 10
 My Pet—Fox-trot, Paul Whiteman and His Orch. 10
 21391 The Waltz of Love—Waltz, Johnny Hamp's Kentucky Serenaders 10
 Anything to Make You Happy—Fox-trot, Eddie Harkness and His Orch. 10

LIST FOR JUNE 15

- 21376 Sweetheart of Mine.....Johnny Marvin 10
 Angel.....Johnny Marvin 10
 21394 Happy-Go-Lucky Lane, Harold Yates-Cooper Lawley 10
 Back in Your Own Back Yard, Harold Yates-Cooper Lawley 10
 21388 My Angel—Fox-trot, Paul Whiteman and His Orch. 10
 In My Bouquet of Memories.....Paul Whiteman and His Orch. 10
 21310 Golden Gate—Fox-trot.....Horace Heidt's Orch. 10
 What a Wonderful Wedding That Will Be—Fox-trot.....Horace Heidt's Orch. 10
 21423 Oh, Baby!—Fox-trot.....All Star Orch. 10
 Add a Little Wiggle—Fox-trot.....All Star Orch. 10

LIST FOR JUNE 22

- 4053 Ramona (Gilbert-Wayne)...Miss Dolores Del Rio 10
 Ya Va Cayendo (Falling in Love) (Cancion Mexicana).....Miss Dolores Del Rio 10
 21427 Think of Me Thinking of You.....Johnny Marvin 10

- Golden Gate.....Johnny Marvin 10
 The Song of the Brune.....Frank Crumit 10
 Down in de Cane Break.....Frank Crumit 10
 21426 I'm Away From the World When I'm Away From You.....Franklyn Baur 10
 Just Across the Street From Heaven, Franklyn Baur 10
 21432 Get Out and Get Under the Moon—Fox-trot, Nat Shilkret and the Victor Orch. 10
 In the Evening—Fox-trot, Waring's Pennsylvanians 10
 21431 Fascinat' Vamp—Fox-trot, Nat Shilkret and the Victor Orch. 10
 Dancing Shadows—Fox-trot, Paul Whiteman and His Orch. 10

Columbia Phono. Co., Inc.

MASTERWORKS SERIES

- Schubert (Centennial Edition)—Sonata in a Major, Op. 120, for Piano forte. By Myra Hess. In Five Parts, on Three Records, with Album.
 Cherubini: Anacreon's Overture. By William Mengelberg and Concertgebouw Orchestra of Amsterdam. In Three Parts, on Two Records, 67420-D and 67421-D, 12-inch.
 Berlioz: Romeo et Juliette: Queen Mab Scherzo. By Sir Hamilton Harty and Halle Orchestra. In Two Parts, or One Record, 67422-D, 12-inch.

CELEBRITY SERIES

- 7157-M Villanelle (I've Seen the Swallows Pass) (Dell' Aqua-Van Der Elst)—Soprano Solo, Maria Kurenko 12
 Berceuse (Sing, Smile and Slumber) (Gounod-Hugo)—Soprano Solo.....Maria Kurenko 12
 7156-M Tosca: Ella Verra (Puccini)—Baritone Solo, Cesare Formichi 12
 Rigoletto: Pari siamo (We Are Equal) (Verdi)—Baritone Solo.....Cesare Formichi 12
 2066-M Colonial Song (A Song of Australia)—Parts 1 and 2 (Grainger)—Two Voices, Harp and Orchestra; Conducted by the Composer, Soprano, Anita Atwater; Tenor, L. A. Sanchez 10
 5079-M Minuet in G Major (Paderewski)—Piano Solo, William Murdoch 12
 (a) Waltz in A Flat (Brahms); (b) Spring Song (Mendelssohn)—Piano Solo, William Murdoch 12
 7160-M Fanciulla Del West: Ch'ella mi creda (Girl of the Golden West) (Puccini)—Tenor Solo, Hipolito Lazaro 12
 Andrea Chenier: Improviso (Giordano)—Tenor Solo.....Hipolito Lazaro 12
 5077-M Serenade Melancolique—Parts 1 and 2 (Tschaiakowsky; Op. 26)—Violin Solo, Naoum Blinder 12
 5078-M Polichinelle (Rachmaninoff)—Piano Solo, Leff Pouishnoff 12
 Prelude in B Flat (Rachmaninoff)—Piano Solo.....Leff Pouishnoff 12
 145-M Midnight Bells (Houbeger-Kreisler)—Violin Solo.....Sascha Jacobsen 10
 Evening (Bergh)—Violin Solo, Sascha Jacobsen 10
 7153-M Carmen: Overture (Bizet), Sir H. J. Wood and New Queen's Hall Orch. 12
 Carmen: Entr'acte Acts 2 and 4 (Bizet), Sir H. J. Wood and New Queen's Hall Orch. 12
 7159-M Carmen: Entr'acte Act 3 (Bizet), Sir H. J. Wood and New Queen's Hall Orch. 12
 Carmen: Ballet Music Act 4 (Bizet), Sir H. J. Wood and New Queen's Hall Orch. 12

SACRED MUSIC

- 1362-D Yield Not to Temptation—Vocal Duet, Ford-Glenn 10
 Where Is My Wandering Boy To-night?—Vocal Duet.....Ford-Glenn 10

STANDARD AND INSTRUMENTAL

- 1356-D Ballet Egyptian: Allegro—Part 1 (Luigini)—Organ Solo.....Quentin M. Maclean 10
 Ballet Egyptian: Allegretto—Part 2 (Luigini)—Organ Solo.....Quentin M. Maclean 10
 1357-D Ballet Egyptian: Andante Sostenuto—Part 3 (Luigini)—Organ Solo.....Quentin M. Maclean 10
 Ballet Egyptian: Andante and Allegro—Part 4 (Luigini)—Organ Solo.....Quentin M. Maclean 10
 50066-D La Gioconda: Dance of the Hours—Parts 1 and 2 (Ponchielli), Columbia Symphony Orch. (Dir. R. H. Bowers) 12
 1363-D The Man I Love—Pipe Organ, with Vocal Chorus by Mirth Mack.....Milton Charles 10
 Dream Kisses—Pipe Organ, Milton Charles 10
 50067-D Eileen Alannah (Thomas and Marble)—Tenor Solo.....Thomas Jackson 12
 Love's Old Sweet Song (Molloy and Bingham)—Tenor Solo.....Thomas Jackson 12
 1360-D Gwine a Lay Down Mah Burden—Soprano Solo.....Edna Thomas 10
 (a) Little Wheel a-Turnin' in My Heart; (b) Keep a-Inchin' Erlong—Soprano Solo, Edna Thomas 10
 1359-D Polly Wolly Doodle—Baritone Solo, Harry C. Browne 10
 Push Dem Clouds Away—Baritone Solo, Harry C. Browne 10

DANCE MUSIC

- 1391-D Oh, Baby! (From "Rain Shine")—Fox-trot, with Incidental Singing by Ted Lewis, Ted Lewis and His Band 10
 Start the Band—Fox-trot, with Incidental Singing by Ted Lewis, Ted Lewis and His Band 10
 1394-D (My Heart Keeps) Speaking of Love—Fox-trot, with Vocal Chorus by Paul Ash and His Orch. 10
 You're Wonderful—Fox-trot, with Vocal Chorus by Paul Small, Paul Ash and His Orch. 10
 1372-D She's a Great, Great Girl—Fox-trot, with Vocal Chorus by Goldie, Jan Garber and His Orch. 10

- Was It a Dream?—Waltz, with Vocal Chorus by Sonny Faircloth, Jan Garber and His Orch. 10
 1399-D I'm Afraid of You—Fox-trot, with Incidental Singing.....Ben Selvin and His Orch. 10
 Indian Cradle Song—Fox-trot, with Vocal Chorus by Lewis James, Ben Selvin and His Orch. 10
 1395-D I Can't Do Without You—Waltz, with Vocal Chorus by Carmen Lombardo, Guy Lombardo and His Royal Canadians 10
 Waitin' for Katy—Fox-trot, with Vocal Trio, Guy Lombardo and His Royal Canadians 10
 1364-D Forevermore—Fox-trot, with Vocal Chorus by Carmen Lombardo, Guy Lombardo and His Royal Canadians 10
 Japansy—Waltz, with Vocal Chorus by Carmen Lombardo, Guy Lombardo and His Royal Canadians 10
 1389-D Do I Hear You Saying: "I Love You?" (From "Present Arms!")—Fox-trot, with Vocal Chorus by James Melton, Fred Rich and His Hotel Astor Orch. 10
 You Took Advantage of Me (From "Present Arms!")—Fox-trot, with Vocal Chorus by James Melton, Fred Rich and His Hotel Astor Orch. 10
 1378-D Imagination (From "Here's How!")—Fox-trot, with Vocal Trio, Harry Reser's Syncopators 10
 Crazy Rhythm (From "Here's How!")—Fox-trot, with Vocal Chorus by Tom Stacks, Harry Reser's Syncopators 10
 1376-D So Tired—Fox-trot, with Vocal Chorus by Johnny Murray, Max Fisher and His California Orch. 10
 There's Something About a Rose (That Reminds Me of You)—Fox-trot, with Vocal Chorus by Earl Bell, Gerald Marks and His Orch. 10
 1375-D That's My Man!—Fox-trot, with Vocal Chorus by Frank Harris.....The Radiolites 10
 Little Log Cabin of Dreams—Fox-trot, with Vocal Chorus by Gerald Marks and His Orch. 10
 1396-D Will You Be Sorry?—Fox-trot, with Vocal Chorus by Pinkey Hunter, E. Gill and His Bamboo Garden Orch. 10
 That's What I Call Keep—Fox-trot, with Vocal Chorus by Pinkey Hunter, E. Gill and His Bamboo Garden Orch. 10
 1390-D The Voice of the Southland (Keeps Callin' Me Home)—Fox-trot, Thelma Terry and Her Play Boys 10
 Lady of Havana—Fox-trot, Thelma Terry and Her Play Boys 10
 1398-D What's the Reason? (From "Greenwich Village Follies")—Fox-trot, with Vocal Chorus by the Three Melodians, The Knickerbockers Really and Truly (From "Sunny Days")—trot, with Vocal Chorus by Frank Harris, The Knickerbockers 10
 1377-D Ah! Sweet Mystery of Life—Waltz, with Vocal Chorus. Leo Reisman and His Orch. 10
 Moonlight on the Danube—Waltz, with Vocal Chorus by Arthur Fields, Eddie Thomas' Collegians 10

VOCAL NUMBERS

- 1392-D Gee! But I'm Blue—Vocal, The Whispering Pianist (Art Gillham) 10
 I'm Longing for My Old Gal Sal—Vocal, The Whispering Pianist (Art Gillham) 10
 1393-D Bluebird, Sing Me a Song—Vocal, Ruth Etting 10
 I Must Be Dreaming—Vocal.....Ruth Etting 10
 1374-D Without You, Sweetheart—Vocal, Seger Ellis 10
 The Voice of the Southland (Keeps Callin' Me Home)—Vocal.....Seger Ellis 10
 1381-D In the Sing Song Sycamore Tree—Vocal, Lee Morse and Her Blue Grass Boys 10
 I'm Lonely—Vocal, Lee Morse and Her Blue Grass Boys 10
 1380-D Weary Yodelin' Blues—Parts 1 and 2—Vocal, Roy Evans 10
 1397-D Sunshine—Vocal.....Little Jack Little 10
 There Ought to Be a Law Against That—Vocal.....Little Jack Little 10
 1385-D Sweetheart, I'm Sorry (That I Made You Cry)—Vocal.....Charles Kaley 10
 Strolling in the Moonlight—Vocal, Charles Kaley 10
 1382-D Who's Blue Now?—Male Quartet, Godrich Silvertown Quartet 10
 Under the Clover Leaf Quartet, Godrich Silvertown Quartet 10
 1358-D The Sidewalks of New York—Male Quartet, Shannon Quartet 10
 On the Banks of the Wabash, Far Away—Male Quartet.....Shannon Quartet 10
 1386-D Auf Wiederseh'n (We'll Meet Again)—Vocal, Milton Watson 10
 Just Wond'ring—Vocal.....Milton Watson 10
 1373-D She'll Never Find a Fellow Like Me—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
 She's the Sweetheart of Six Other Guys—Vocal Duet, Billy Jones-Ernest Hare (The Happiness Boys) 10
 1347-D Happy-Go-Lucky Lane—Vocal Harmonies, Ethel and Dorothea Ponce 10
 Hush-a-Bye Baby—Vocal Harmonies, Ethel and Dorothea Ponce 10
 1354-D Fitzmaurice, Von Huenefeld and Koehl—Vocal.....Tom Edwards 10
 Well, the Irish and the Germans Got Together—Vocal.....Tom Edwards 10

PACIFIC COAST RECORDINGS

- 1189-D Twelfth Street Rag, Sol Hoopii's Novelty Trio 10
 Right or Wrong—Vocal Chorus, Sol Hoopii's Novelty Trio 10
 1191-D Weary Stomp—Fox-trot, Curtis Mosby and His Dixieland Blue Blowers 10
 In My Dreams (I'm Jealous of You)—Fox-trot, with Vocal Chorus by Henry Starr, 10

AN EXQUISITE
DANCE NUMBER—

DREAMING AWAY

A WONDERFUL
BALLAD

FEATURED ON AIR BY HARRY MOORE, FORMERLY OF "WRIGHT AND WRONG"

S. A. MATTER, 1658 Broadway, New York City

THE LATEST RECORD BULLETINS—(Continued from page 176)

- Curtis Mosby and His Dixieland Blue Blowers 10
1193-D My Mammy's Blues—Fox-trot, 10
Fight That Thing—Fox-trot, 10
1182-D Wabash Blues—Banjo and Guitar Duet, 10
Ghost Dance—Guitar Duet, 10
FAMILIAR TUNES—OLD AND NEW 10
15258-D A Corn Licker Still in Georgia—Parts 3 and 4, 10
featuring Clayton McMichen, Riley Puckett,
Gid Tanner, Love Stokes, Fate Norris, Bob
Nichols and Bill Brown 10
15253-D The Original Arkansas Traveler—Parts 1 and
2—Comedy Dialog with Music, 10
Clayton McMichen—Dan Hornsby 10
15254-D After the Ball—Vocal Duet, 10
Darby-Tarlton
I Can't Tell Why I Love You—Vocal Duet, 10
Darby-Tarlton
15252-D Weary Yodelin' Blues—Parts 1 and 2—Vocal, 10
Roy Evans
15250-D All Bound 'Round with the Mason-Dixon
Line—Vocal, 10
Riley Puckett
Mother—Vocal, 10
Riley Puckett
15256-D Governor Al Smith for President—Vocal, 10
Carolina Night Hawks
The Sidewalks of New York—Vocal, 10
Al Craver
15249-D Bile Them Cabbage Down, 10
Gid Tanner and His Skillet-Lickers,
with Riley Puckett and Clayton McMichen
It's a Long Way to Tipperary, 10
Gid Tanner and His Skillet-Lickers,
with Riley Puckett and Clayton McMichen
15257-D Let the Lower Lights Be Burning, 10
Smith's Sacred Singers
Drifting Down, 10
Smith's Sacred Singers
15248-I Joy Among the Angels—Sacred Music, 10
The Deal Family
'Twill All Be Glory Over There—Sacred
Music, 10
The Deal Family
15255-D 'Tis Wonderful—Vocal, 10
Mr. and Mrs. R. N. Grisham and Daughter
Angels, Tell My Mother 'I'll Be There—Vocal,
Mr. and Mrs. R. N. Grisham and Daughter
IRISH RECORDS
33253-I Well, the Irish and the Germans Got To-
gether—Bass Solo, 10
John Oakley
They Landed Over Here From Over There—
Bass Solo, 10
John Oakley
33254-F Gallant Boys of Tipperary, Three Little
Drummers—Flute Solo, 10
John McKenna
Down the Meadow, House on a Hill—Flute
Solo, 10
John McKenna
33255-F Around the Old Furf Fire—Jews Harp and
Mouth Organ Duet, 10
Flanagan Brothers
Just Like Home—Jazz Set, Flanagan Brothers 10
33256-F How Do You Do?—Vocal, 10
Shaun O'Nolan
The Green Bushes—Vocal, 10
Shaun O'Nolan
33527-F Just a Rose in Old Killarney—Tenor Solo, 10
Seamus O'Doherty
A Little Bunch of Shamrocks—Tenor Solo, 10
Seamus O'Doherty
33258-F The Stone Outside Dan Murphy's Door—
Waltz Song, 10
The Four Provinces Orch.
Pride of Clyde, Marquis of Huntley, Skin-
a-Ma-Rink—Highland Fling, 10
The Four Provinces Orch. 10

Edison Disc Records

- DANCE RECORDS
52270 Lauretta—Fox-trot, with Vocal Chorus, 10
Al Lynn's Music Masters
Whisper Sweet and Whisper Low—Fox-trot,
with Vocal Chorus, 10
Al Lynn's Music Masters
52272 Forever and Ever (From "Lynn's Show")—
Fox-trot, with Vocal Chorus by Elliott Stewart,
Louis Lilienfeld with His Hotel Biltmore Orch.
Borneo—Fox-trot, with Vocal Chorus by Bert
Dixon, 10
Oreste and His Queensland Orch.
52273 That's What I Call Keen—Fox-trot, with Vocal
Chorus, 10
Piccadilly Players (Dir. Mel Morris)
Lila—Fox-trot, with Vocal Chorus by Bert
Dixon, 10
Oreste and His Queensland Orch.
52275 Coquette—Fox-trot, with Vocal Chorus by
Happy Jack, 10
Ernie Golden and His Orch.
'S Wonderful (From "Funny Face")—Fox-trot,
with Vocal Chorus by Vaughn de Leath,
Ernie Golden and His Orch.
52280 I'm Riding to Glory—Fox-trot, with Vocal
Chorus, 10
Piccadilly Players (Dir. Mel Morris)
My One and Only (What Am I Gonna Do?)
(From "Funny Face")—Fox-trot,
Piccadilly Players (Dir. Mel Morris)
52282 Hey! Hey! Hazel—Fox-trot, with Vocal Chorus,
Harry Reser's Rounders
I Don't Know What to Do—Fox-trot, with
Vocal Chorus, 10
Harry Reser's Rounders
INSTRUMENTAL RECORDS
80891 Quartet (American) in F Major—1st Move-
ment—Allegro ma non troppo (Dvorak, Op. 96),
Philharmonic String Quartet of New York
Quartet (American) in F Major—2nd Movement
—Lento (Dvorak, Op. 96),
Philharmonic String Quartet of New York
80892 Quartet (American) in F Major—3rd Move-
ment—Molto vivace (Dvorak, Op. 96),
Philharmonic String Quartet of New York
Quartet (American) in F Major—Finale: Vivace
ma non troppo (Dvorak, Op. 96),
Philharmonic String Quartet of New York
80893 Aria from "Pur dieesti" (Flesch-Lotti)—Violin
Solo, 10
Carl Flesch
Pastorale (Handel-Flesch)—Violin Solo,
Carl Flesch
52281 The Emmett Quadrille—Calls by S. C. Shultz,
John Baltzell (Champion Old-Time Fiddler)
Kenion Clog,
John Baltzell (Champion Old-Time Fiddler)
52287 Itching Fingers (Smeck)—Guitar Solo,
Roy Smeck (Wizard of the String)
Twelfth Street Rag (Bowman)—Ukulele Solo,
Roy Smeck (Wizard of the String)
52291 Angel's Serenade (Braga),
Rollo Maitland on the Midmer-Losh Pipe Organ
Largo, From "New World" Symphony (Dvorak),
Rollo Maitland on the Midmer-Losh Pipe Organ
VOCAL RECORDS
52271 I Still Love You, 10
J. Donald Parker
I Can't Do Without You, 10
J. Donald Parker
52274 And Then You Came Along,
Jack Parker—Will Donaldson
Luscious, 10
Jack Parker—Will Donaldson
52276 Have You Ever Been in Ireland in April
(Spink), 10
Walter Scanlan
When I Build a Home of Me Own (Scanlan),
Walter Scanlan
52277 Honolulu Hula Medley (Intro: "Melena E,"

- "Pua Mele Kule" and "Tomu Tomu"),
Mid-Pacific Hawaiians (Dir. W. Kalama)
Na Pua Eha (The Four Flowers) (Harvey),
Mid-Pacific Hawaiians (Dir. W. Kalama)
52278 The Judge Done Me Wrong, 10
Willard Hodgkin
Quit Knockin' on the Jail House Door,
Willard Hodgkin
52279 Southern Skies, 10
The Rollickers
Well, Have a New Home (In the Mornin')
(From "Take the Air"), 10
The Rollickers
52285 In the Evening,
The Ponce Sisters (Ethel and Dorothea)
Beloved, 10
The Ponce Sisters (Ethel and Dorothea)
52283 They Landed Over Here From Over There,
Arthur Fields and Chorus
Well, the Irish and the Germans Got Together,
Arthur Fields
52284 Abdul Abulbul Amir—Singing, with Violin and
Guitar, 10
Ernest Hare
Frankie and Johnnie—Singing, with Violin,
Guitar and Piano, 10
Billy Jones
52286 Ah! Sweet Mystery of Life (The Dream Mel-
ody) (From "Naughty Marietta") (Young-
Herbert), 10
Walter Scanlan
Come Back in Dreams (Hamblen), 10
Adrian Da Silva
52288 Happy Go Lucky Lane (Lewis-Young-Meyer),
Vaughn de Leath (The Radio Girl) and Her Buddies
After My Laughter Came Tears (Turk-Tobias),
Vaughn de Leath (The Radio Girl)
52290 He Was Nailed to the Cross for Me (Graves),
Ernest V. Stoneman and His Dixie Mountaineers
When the Redeemed Are Gatherin' In (Oat-
man-Dutton),
Ernest V. Stoneman and His Dixie Mountaineers
52306 Tin Pan Parade (Gaspic-Whiting),
Vaughn de Leath (The Radio Girl)
Baby Your Mother (Like She Babied You),
Vaughn de Leath (The Radio Girl)
52316 Laugh Clown, Laugh (Lewis-Young-Fiorito),
Arthur Fields
After I've Called You Sweetheart (How Can I
Call You Friend) (Grossman-Little),
Elliott Stewart
FINNISH RECORDS
59305 Isontalon Antti ja Rannanjärvi—Old Finnish
Folk Song, with Violin, Accordion and Piano
Accomp., 10
Otto Pyykkonen
Matalasta tornasta—Old Folk Song, with
Violin, Accordion and Piano Accomp.,
Otto Pyykkonen
59306 Anssiin Jukka ju Harman haat—Old Finnish
Folk Song, with Violin, Accordion and Piano
Accomp., 10
Otto Pyykkonen
Lauvantaki ilta—Old Finnish Folk Song with
Orch. Accomp., 10
Otto Pyykkonen
59307 Wiaporin Valssi—Old Finnish Waltz Song, with
Orch. Accomp., 10
Otto Pyykkonen
Siloin se ilma—Old Finnish Waltz Song, with
Orch. Accomp., 10
Otto Pyykkonen

Edison Blue Amberol Records

- 5488 Old Plantation Melody,
Vernon Dalhart and Company
5496 Let a Smile Be Your Umbrella on a Rainy Day
—Fox-trot, with Vocal Chorus by Happy Jack,
Louis Lilienfeld with His Hotel Biltmore Orch.
5499 You Can't Blame Me for That,
Vernon Dalhart and Company
5501 Mary Ann—Fox-trot, with Vocal Chorus by
Happy Jack,
Louis Lilienfeld with His Hotel Biltmore Orch.
5504 The Girl That Lived on Polecat Creek—Moun-
tainer Ballad, 10
Willard Hodgkin
5508 On a Laundry Wagon—Comic Dialogue,
Two Dark Nights
5510 My Melancholy Baby, 10
Victor Hall
5512 Shepherd of the Hills—Fox-trot, with Vocal
Chorus by Billy Jones,
Dave Kaplan with His Happiness Orch.
5513 My Ohio Home—Fox-trot, with Vocal Duet,
Louis Lilienfeld with His Hotel Biltmore Orch.
5515 Sunshine, 10
Vaughn de Leath (The Radio Girl)
5516 Lolly Pops—Banjo Solo, 10
Harry Reser
5517 The Judge Done Me Wrong, 10
Willard Hodgkin
5519 Underneath the Blue Hawaiian Skies,
South Sea Serenaders
5520 Frankie and Johnnie, 10
Billy Jones
5522 Kenion Clog,
John Baltzell (Champion Old-Time Fiddler)

Okeh Records

- LIST FOR JUNE 5
DANCE RECORDS
41038 I'd Rather Cry Over You (Than Smile at Some-
body Else) (Ponce-Dougherty)—Fox-trot, with
Vocal Refrain, 10
Billy Hays and His Orch.
Get Out and Get Under the Moon (Tobias-
Jerome-Shay)—Fox-trot, with Vocal Refrain,
Billy Hays and His Orch.
41039 My Pet (Yellen-Ager)—Fox-trot, with Vocal
Refrain, 10
Frankie Trumbauer and His Orch.
Borneo (Donaldson)—Fox-trot, with Vocal Re-
frain, 10
Frankie Trumbauer and His Orch.
41042 (Like a Bird That's on the Wing) I'm Wingin'
Home (Russell-Tobias)—Fox-trot, with Vocal
Refrain, 10
The Royal Music Makers
Last Night I Dreamed You Kissed Me (Kahn-
Lombardo)—Fox-trot, with Vocal Refrain,
The Royal Music Makers
VOCAL RECORDS
41040 Was It a Dream? (Coslow-Spier-Britt)—Vocal,
with Piano by Rube Bloom, 10
Noel Taylor
Fleur de Lis (Green-Bloom)—Vocal, with Piano
by Rube Bloom, 10
Noel Taylor
41043 Indian Cradle Song (Kahn-Wayne)—Vocal Trio,
with Guitars,
The Los Angeles Biltmore Hotel Trio
Coquette (Kahn-Lombardo-Green)—Vocal Trio,
with Guitars and Vibraphone,
The Los Angeles Biltmore Hotel Trio
HAWAIIAN RECORDS
41041 Wahine Ui—Singing, with Hawaiian Guitars;
Yodeling by Mike Hanapi, 10
Kalama's Quartet
Mana E (Hula Medley)—Singing, with Hawaiian
Guitars, 10
Kalama's Quartet
OLD-TIME TUNE RECORDS
45213 The Death of Floyd Bennett (Robison)—Vocal,
with Guitar, Harmonica and Violin Accomp.,
Vernon Dalhart
The Empty Cradle (Lee)—Vocal, with Guitar
and Violin Accomp., 10
Vernon Dalhart
45219 Charleston Rag—Instrumental, with Vocal Calls,
Aiken County String Band
High Sheriff—Instrumental, with Vocal Calls,
Aiken County String Band
45220 I'm Going Away to Leave You—Vocal Duet,

- with Instrumental, 10
The Hickory Nuts
There'll Be No Liars There—Vocal Duet, with
Instrumental, 10
The Hickory Nuts
RACE RECORDS
8575 Blues in G (Johnson)—Guitar Solo, Lonnie Johnson
Away Down in the Alley Blues (Johnson)—
Guitar Solo, 10
Lonnie Johnson
8576 Gig Kate Adams Blues—Vocal, with Guitar by
Lonnie Johnson, 10
"Mooh" Richardson
Burying Ground Blues—Vocal, with Guitar by
Lonnie Johnson, 10
"Mooh" Richardson
8577 G. Burns Is Gonna Rise Again—Vocal Trio,
with Guitar, 10
Johnson-Nelson-Porkchop
In the Mornin'—Vocal Trio, with Guitar,
Johnson-Nelson-Porkchop

LIST FOR JUNE 15

- DANCE MUSIC
41307 If I Can't Have You (I Want to Be Lonesome
—I Want to Be Blue) (Donaldson)—Fox-trot,
with Vocal Refrain,
Gus Arnheim and His Ambassador
Hotel Cocoanut Grove Orch.
Back in Your Own Back Yard (Dreyer-Jolson-
Rose)—Fox-trot, with Vocal Refrain,
Gus Arnheim and His Ambassador
Hotel Cocoanut Grove Orch.
41044 Jubilee (Robison)—Fox-trot,
Frankie Trumbauer and His Orch.
I'm More Than Satisfied (Kalges-Waller)—Fox-
trot, 10
Larry Abbott and His Orch.
41045 So Dear (Caesar-Friend)—Waltz, with Vocal
Refrain, 10
The Okeh Melodians
Was It a Dream? (Coslow-Spier-Britt)—Waltz,
with Vocal Refrain, 10
The Okeh Melodians
41046 Laugh, Clown, Laugh (Lewis-Young-Fiorito)—
Vocal, with Piano,
Charles W. Hamp (The California Blue Boy)
Back in Your Own Back Yard (Jolson-Rose-
Dreyer)—Vocal, with Piano,
Charles W. Hamp (The California Blue Boy)
41047 Chloe (Song of the Swamps) (Kahn-More)—
Vocal, with Orchestra, 10
Seger Ellis
If I Can't Have You (I Want to Be Lonesome
—I Want to Be Blue) (Donaldson)—Vocal,
with Okeh Novelty Orchestra, 10
Seger Ellis

HAWAIIAN RECORDS

- 41048 Ua Like No a Like—Tenor Solo by Mike
Hanapi, with Hawaiian Guitars,
Kalama's Quartet
Na Moku Eha (The Four Islands) (Hula)
(Kealoha)—Singing, with Hawaiian Guitars,
Kalama's Quartet

OLD-TIME TUNE RECORDS

- 45221 Face to Face—Male Quartet, Trenton Melody Makers
Though Your Sins Be as Scarlet—Male
Quartet, 10
Trenton Melody Makers
45222 We Are Journeying On—Singing, with Organ,
Violin and Guitar Accomp.,
Price Family Sacred Singers
He Pardoned Me—Singing, with Organ, Violin
and Guitar Accomp., Price Family Sacred Singers
45223 They Don't Roost Too High for Me—Vocal,
with Instrumental Accomp.,
Earl Johnson and His Clodhoppers
Mississippi Jubilee—Instrumental,
Earl Johnson and His Clodhoppers
RACE RECORDS
8578 Death Bed Blues (Alexander)—Vocal, with
Guitar, 10
"Texas" Alexander
Mama's Bad Luck Child (Alexander)—Vocal,
with Guitar, 10
"Texas" Alexander
8579 Watch Ye, Therefore, You Know Not the Day,
Vocal, with Instrumental Accomp.,
Elder Richard Bryant's Sanctified Singers
How Much I Owe for Love Divine—Vocal, with
Instrumental Accomp.,
Elder Richard Bryant's Sanctified Singers
8580 The Horse Paweth in the Valley (Blakey)—
Sermon, with Singing,
Rev. John Blakey and Congregation
From the Parlor to the Pig Pen (Blakey)—Ser-
mon, with Singing,
Rev. John Blakey and Congregation

Regal Records

- DANCE RECORDS
8553 Mem'ries—Waltz, 10
Dixie Marimba Players
Good Night—Waltz, 10
Adrian Schubert's Salon Orch.
8554 My Angel (Angela Mia)—Fox-trot,
Sam Lanin's Dance Orch.
Persian Rug—Fox-trot,
Herbert Spencer and His Orch.
8555 Laugh, Clown, Laugh—Waltz,
Fred Rich's Dance Orch.
Last Night I Dreamed You Kissed Me—Fox-trot,
Herbert Spencer and His Orch.
8556 Collegiana—Fox-trot,
Herbert Spencer and His Orch.
My Miami Moon—Fox-trot,
Sam Lanin's Dance Orch.
8557 Rag Doll—Fox-trot, 10
Sam Lanin's Dance Orch.
My Pet—Fox-trot, 10
Ernie Golden and His Orch.
8558 That's My Mammy—Fox-trot,
Fred Rich's Dance Orch.
I Never Thought—Fox-trot,
Fred Rich's Dance Orch.
8559 That Brand New Model of Mine—Fox-trot,
Ernie Golden and His Orch.
In the Evening—Fox-trot,
Ernie Golden and His Orch.
VOCAL RECORDS
8560 Ramona—Baritone Solo, with Orch. Accomp.,
Rodman Lewis
When Loves Comes Stealing—Baritone Solo,
with Orch. Accomp., 10
Rodman Lewis
8561 Little Mother (Butterchen)—Baritone Solo,
with Orch. Accomp., 10
Rodman Lewis
Beloved—Tenor Solo, with Orch. Accomp.,
Irving Kaufman
8562 Old Pals Are the Best Pals After All—Tenor
Solo, with Orch. Accomp., 10
Irving Kaufman
Mammy Is Gone—Tenor Solo, with Orch. Ac-
comp., 10
Irving Kaufman
8563 Lila—Male Duet, with Novelty Accomp.,
Rodman Lewis-Radio Ed.
I Wonder If You Miss Me To-night—Tenor
Solo, with Orch. Accomp., 10
Irving Kaufman
NOVELTY RECORDS
8564 I Can't Do Without You—Octo-Chorda Solo,
with Piano Accomp., 10
Roy Smeck
Honolulu Maid—Hawaiian Steel Guitar, with
Piano Accomp., 10
Roy Smeck
8565 Sunshine—Octo-Chorda Solo, with Piano Ac-
comp., 10
Roy Smeck
Itching Fingers—Guitar and Piano Duet,
Roy Smeck-Art Kahn
(Continued on page 178)

THE LATEST RECORD BULLETINS—(Continued from page 177)

8566 Garden of Dreams in Alohaland—Hawaiian Guitars, with Vocal Refrain, Frank Ferera's Hawaiians Hawaiian Starlight of Mine—Hawaiian Steel Guitar, with Piano Accomp., Roy Smeck

5217 Hesitation Blues (Oh! Baby Must I Hesitate) —Singing by Lloyd Reaves, Reaves' White County Ramblers Strawberry Blues—Singing by Lloyd Reaves, Reaves' White County Ramblers

7109 My Pet—Fox-trot, Ernie Golden and His Orch. Put Your Loving Arms Around Me—Fox-trot, Al Lynch and His Orch.

8567 Climbing Up De Golden Stairs—Trio, with Novelty Accomp., Dalhart-Robison-Hood The Little Green Valley—Male Duet, with Novelty Accomp., Dalhart-Robison

5218 Shortening Bread—Singing by Lloyd Reaves, Reaves' White County Ramblers Ten Cent Piece—Square Dance, with Calls, Reaves' White County Ramblers

7110 Good Night—Waltz, Imperial Dance Orch. Estrellita—Waltz, Royal Marimba Band 7111 That Brand New Model of Mine—Fox-trot, Ernie Golden and His Orch.

8568 The West Plains Explosion—Tenor Solo, with Novelty Accomp., Vernon Dalhart The Hanging of Charles Birger—Tenor Solo, with Novelty Accomp., Vernon Dalhart

1133 Big Chief Blues (Lewis)—Voice and Guitar, Furry Lewis Falling Down Blues (Lewis)—Voice and Guitar, Furry Lewis

7112 That's My Mammy—Fox-trot, Fred Rich's Dance Orch. They Can't Take You Away—Fox-trot, Al Lynch and His Orch.

8569 The Engineer's Hand Was on the Throttle—Voice, with Banjo Accomp., Willard Hodgkin She Waves as His Train Passes—Voice, with Banjo Accomp., Willard Hodgkin

1141 Run, Mollie, Run (Thomas)—Voice, with Guitar, Henry Thomas ("Rag Time Texas") Honey, Won't You Allow Me One More Chance? (Thomas)—Voice, with Guitar, Henry Thomas ("Rag Time Texas")

7113 I Never Thought—Fox-trot, Fred Rich's Dance Orch. My Miami Moon—Fox-trot, Sam Lanin's Dance Orch.

8572 Banjo Papa—Comedienne, with Novelty Accomp., Lizzie Miles Your Worries Ain't Like Mine—Comedienne, with Novelty Accomp., Lizzie Miles

1159 Your Bed Is Too Short and Your Cover Too Narrow—Rev. A. W. Nix and His Congregation Three Boys in a Strange Land, Rev. A. W. Nix and His Congregation

7114 Beloved—Tenor Solo, with Orch. Accomp., George Beaver When Love Comes Stealing—Baritone Solo, with Orch. Accomp., Ralph Haines

Vocalion Records

15677 Henderson Waltz—Waltz, Oldenburg's Concertina Band Louise—Mazurka—Oldenburg's Concertina Band Mayflower Waltz—Waltz, Oldenburg's Concertina Band

4141 Mem'ries—Waltz, Dixie Marimba Players Good Night—Waltz, Adrian Schubert's Salon Orch. 4142 Collegiana—Fox-trot, Herbert Spencer and His Orch.

7115 Laugh, Clown, Laugh—Tenor Solo, with Orch. Accomp., George Beaver What Good Are Tears?—Tenor Solo, with Orch. Accomp., George Beaver

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Pal Portable Featured in New York Displays

The Plaza Music Co., New York City, manufacturer of Pal phonographs, Banner and Domino records, and distributor of talking machine accessories and sheet music, is continuing its production of broadsides for distributors' use bearing the distributors' imprint.

One of the most striking was produced during the last month showing the entire line of Pal portables, but featuring the Pal Supreme in an illustration two feet high. This broadside provides the dealer with excellent material for display purposes.

Opens Music-Radio Section

FRESNO, CAL., June 6.—A radio and musical instrument department was recently installed in the Barker-Mitchell Furniture Store with W. D. Dishman as manager. Mr. Dishman has been affiliated with the music trade in this city for the past fourteen years.

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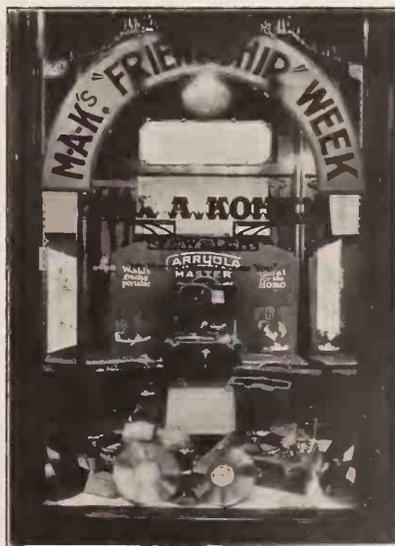
Presents Carryola to Baseball Team

Max A. Kohen Inaugurates Sales Campaign by Presenting Carryola Master to Minneapolis Club on Opening Day

MINNEAPOLIS, MINN., May 31.—The opening of the baseball season in the city was taken as

licity from the local papers. Mr. Kohen backed this presentation up with a series of full-page advertisements in all the local papers.

Although the Kohen establishment is primarily a jewelry shop the window-display space has been devoted to the Carryola line for some time. The accompanying illustration is an example of the attractive manner in which the Carryola portable is being presented to the public.



Features Carryola in Window the date for the opening of a strenuous sales drive for Carryola portables by Max A. Kohen, local dealer. A Carryola Master was presented to the baseball club and it made a big hit with the players and secured a great deal of pub-

Will Represent Lektophone Abroad

The Lektophone Corp., owner of basic patents on controlled edge cone speakers, has announced the completion of negotiations with Standard Telephone & Cables, Ltd., of London, prominent electrical equipment organization, to represent the corporation in Europe.

It is said that the Lektophone Corp., together with Standard Telephones & Cables, Ltd., now owns and controls basic patents in practically every country in the world. Graham Aplion Co., Ltd., and Celestian Co., Ltd., important British radio and equipment manufacturers have been licensed under these patents and improvements.

United Opens Another Store

NORWICH, CONN., June 5.—The United Music Co., which operates a chain of music stores throughout the New England states, recently signed a long time lease for a store in this city where a complete line of musical instruments and radio receivers will be carried. Maurice Feldman, formerly manager of the Taunton store is being transferred to the new store.

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Tone-Arms—Reproducers With Real Tone Quality!

—and well made, too!

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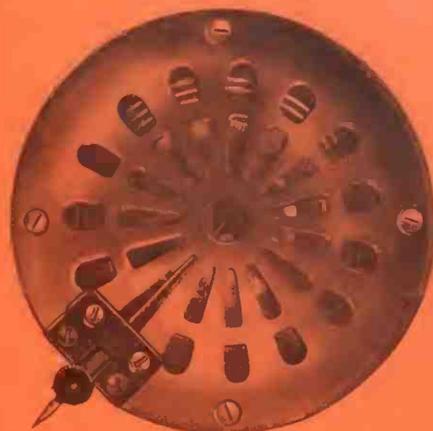
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